ROSS REPORTS—TELEVISION INDEX

APRIL 14-20, 1958

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EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

(NYT - New York Time; LAT - Los Angeles Time)

Tuesday(April 15)

NBC- 10-11:30pm NYT & LAT, this date only; SPECIAL - Emmy Awards - LIVE from NY & LA; 147 stations live & quick kine. (Preempts The Californians, 10-10:30pm, this date only). § Telecast of the presentation of the 10th annual awards of the National Academy of Television Arts & Sciences, with Phil Silvers as the m.c. in NY at NBC Studio 8-H and Danny Thomas as the m.c. in LA at the Cocoanut Grove. Interspersed among the 21 award presentations to be made on the air will be 90-second film clips, each giving TV highlights of the years 1948 thru 1956. Awards will be presented to winners in both NY and LA.
§ CO-SPONSORS- 1) Procter & Gamble Co thru Grey Advertising Agency, Inc(NY). 2) Pontiac Division, General Motors Corp., thru MacManus, John & Adams, Inc.
§ PKGR- NBC-TV(LA); Prod- Bill Kayden(in NY); Assoc Prod- Dean Whitmore(in NY); Dirs- Craig Allen(NY), William Bennington(LA); Assoc Dirs- Marcia Kuyper(NY), Roy Montgomery(LA); Music Dir- Harry Sosnik; Film Coordinator- Arnold Morrison; Art Dirs- Trew Hocker(NY), Jerry Decker(LA); Contrib Writers- Nat Hiken, Billy Friedberg; Jackie Elleson, Charles Stewart; Ernest Kinoy, Carl Jampel; Special Lyrics & Music- Sammy Cahn, Jimmy Van Heusen; Jerry Seelen, Buddy Arnold.

Thursday(April 17)

NBC & CBS- 1-1:30pm NYT, this date only; SPECIAL - President Eisenhower - Defense Dept Reorganization - LIVE from Washington, D. C., to the NBC & CBS nets. § Address by President Eisenhower before the American Society of Newspaper Editors at the Hotel Statler in Washington, on "Why We Have to Modernize Our Defense Establishment."
§ Sustaining, public service.
§ PKGR & Prod- NBC Public Affairs(Wash); Prod- Julian Goodman; feed to CBS-TV.

Saturday(April 19)

NBC- 1-1:30pm NYT, this date only; SPECIAL - The Long Time Between - LIVE from NY; to the net. § Julie Harris is narrator for an actual case history recounted by a cancer patient and her real family and friends; Barbara Z. Weise of Chicago, who first discovered she had cancer 12 years ago.
§ Sustaining, public service.
§ PKGR- American Cancer Society(NY); Prod- Marilyn Kaemmerle; Asst to Prod- Natalie Glaser(NBC); Dir- Frank Pacelli(NBC); Writer- Edward Gilmore(American Cancer Society).

THIS WEEK(More)

ROSS REPORTS—TELEVISION INDEX. Service Subscription Rates: $125 per year (or $33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

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THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Lucille Ball-Desi Arnaz Show (5 shows during season, various times) April 14, Monday, 8:30-9:30pm NYT (7:30-8:30pm LAT); FILM; no. of stations not available. Fernando Lamas is the guest star in the story-line comedy with the show regulars, filmed in Sun Valley, Idaho, and Hollywood. § LAST SHOW of season.

Shower of Stars (5 shows during season, Thursdays, 8:30-9:30pm NYT & LAT) April 17, musical variety show starring Jack Benny and guest stars (see page C for cast credits). § Prod- Cecil Barker; Dir- Seymour Berns; Music Dir- David Rose. § LAST SHOW of season. § LIVE from LA.

Du Pont Show of the Month (10 times during the season, 90-minute programs, various times) April 19, Saturday, 7:30-9pm NYT (6:30-8pm LAT), "The Red Mill," adapted by Robert Alan Aurthur from Victor Herbert's musical, starring Donald O'Connor, Shirley Jones, others (see page D for cast credits). § Pkgr- CBS-TV; Exec Prod- Richard Lewine; Prod- Fred Coe; Assoc Prods- Robert Goldman, Sidney Miller; Dir- Delbert Mann; Music Dir- Don Walker. § LIVE (COLOR) from LA.

High Adventure with Lowell Thomas (7 one-hour programs during season, various times) April 19, Saturday, 9-10pm NYT (8-9pm LAT); FILM, "The Face of India," with Lowell Thomas as host and guide. § Exec Prod- Lowell Thomas; Prods- Willard Van Dyke(also Dir), Milton Fruchtman; Camera- M. Ram.

NBC- The Jerry Lewis Show (6 comedy-variety shows during season, various times) April 15, Tuesday, 9-10pm NYT & LAT; with guest stars Helen Traubel and Everett Sloane. § Writers- Jerry Lewis, Harry Crane, Jerry Davis. § LIVE (COLOR) from LA.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Baseball Preview; SPECIAL April 13; Sunday, 9:30-10:30pm NYT, this date only; LIVE & FILM from NY; to the net. § Howard Cosell and Mel Allen present filmed and live interviews with managers, stars and outstanding rookies, and an evaluation of the coming major league baseball season.
§ Sustaining.
§ PKGR & Prod- ABC-TV News and staff.

The Mike Wallace Interview (Sat, 10-10:30pm NYT & LAT) Last show April 19.

Maverick (Sun, 7:30-8:30pm NYT & LAT) Re-runs begin April 20; running thru Sept 14.

CBS- Love of Life; SCHEDULE CHANGE April 14; to Monday thru Friday, 12noon-12:30pm NYT (9-9:30am LAT). Program has been seen Mon thru Fri, 12noon-12:15pm NYT. The added time each day replaces Hotel Cosmopolitan, last show April 11. SPONSORS- Mon, Wed, Fri: Whitehall Pharmacal Co (Anacin, Bi-SoDol, other products) thru Ted Bates & Co(NY, producing agency). Alt Tue: Procter & Gamble Co (Fluffo) thru Tatham-Laird, Inc(Chi). Thu & Alt Tue segments sustaining.

Alaska-Hawaii Statehood; SPECIAL April 13; Sunday, 4:30-4:45pm NYT, this date only; FILM from Washington, D. C.; to the net. § Rep. John R. Pillion, R.,NY, discusses the issue of statehood for Alaska and Hawaii.
§ Sustaining.
§ PKGR- CBS News; Prod- Nancy Marshak.

CBS- Cuba In Arms; SPECIAL April 13; Sunday, 4:45-5pm NYT, this date only; LIVE from NY; to the net. (Preempts Face the Nation, 4:30-5pm NYT, this date only). § CBS News correspondent Harry Reasoner, who has been on the spot in Cuba during the past two weeks interviewing leaders of all factions, reports on what he has seen and heard.
§ Sustaining.
§ PKGR & Prod- CBS News; Writer- Harry Reasoner.

Walter Cronkite With the News; SCHEDULE CHANGE April 14; to Monday thru Friday, 1-1:05pm NYT (10-10:05am LAT). Program has been seen 1:25-1:30pm, Mon thru Fri.

Playhouse 90 (Thu, 9:30-11pm NYT & LAT) Chemstrand Corp (Acrilan & Chemstrand nylon) thru Doyle Dane Bernbach, Inc(NY) sponsors one-half hour on April 10 and 17.

NBC- Comment; SCHEDULE CHANGE April 13; to Sunday, 2:30-3pm NYT (11:30am-12noon LAT). Program has been seen Fridays, approx 10:45-11pm NYT; last Friday show was March 28.

The Jane Wyman Theater (Thu, 10:30-11pm NYT & LAT) Title changed April 3; was formerly The Jane Wyman Show.

Suspicion (Mon, 10-11pm NYT & LAT) Program has been on a sustaining basis for March 31 and April 7. Ford Division, Ford Motor Co., ended its co-sponsorship on March 17. Philip Morris, Inc., ended its co-sponsorship with the program of March 10. Effective April 14, on 17 dates thru Sept 15,-The National Brands Div of Sterling Drug, Inc (Various Products) thru Dancer-Fitzgerald-Sample, Inc (NY) will sponsor one-half of the program: April 14, 21; May 5, 12, 19; June 2, 9, 23, 30; July 7, 14, 21, 28; Aug 11, 25; Sept 1, 15. Procter & Gamble Co thru Grey Advertising Agency, Inc(NY) will sponsor one-half of the program, April 28, May 5 and 19. The Bell & Howell Co (Cameras, Sound Equipment) thru McCann-Erickson, Inc(Chi) will sponsor one-half of the program on May 12.

Kraft Television Theatre (Wed, 9-10pm NYT & LAT) PRODUCTION STAFF CHANGE effective April 16. PKGR- Talent Associates, Ltd(NY); Exec Prod- David Susskind; Prod- Robert Herridge; Assoc Prod- Charles Schultz; Dirs- Various; Script Ed- Audrey Gellen; Casting- Rose Tobias; Sets- Duane McKinney alt with Bob Wade; Costumes- John Boxer. Program had previously been packaged and produced since its debut on May 6, 1947, by J. Walter Thompson Co., advertising agency for the sponsor.

TALENT SHOWSHEET AND SCRIPT REPORT - APRIL 14 - APRIL 20

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written. Performer and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITION AND DELETIONS:

STUDIO ONE IN HOLLYWOOD; Monday April 7; CBS 10pm - DELETE: The Enemy Within; ADD: The Deaf Heart; Re-run of 10/21/57. (Change due to technician strike).

CLIMAX!; Thursday April 10; CBS 8:30pm - DELETE: The Volcano Seat; ADD: Phone Call From Mathew Quade; Re-run of 7/5/56. (Change due to technician strike).

PLAYHOUSE 90; Thursday April 10; CBS 9:30pm - DELETE: Rumors of Evening; ADD: The Dungeon(new film) (O) David Swift; with Paul Douglas, Agnes Moorehead, Julie Adams, Patty McCormack, Dennis Weaver; Dir - David Swift.

MAKE ME LAUGH; Thursday April 10; ABC 10pm - ADD: Dan Tannen(C).

PATRICE MUNSEL SHOW; Friday April 11; ABC 9:30pm - DELETE: Mel Torme(S); ADD: Johnny Johnston(S).

ART FORD'S GREENWICH VILLAGE PARTY; Friday April 11; WABD local NY 10pm - DELETE: Evelyn Knight(S).

DICK CLARK SHOW; Saturday April 12; ABC 7:30pm - ADD: The Monotones(S).

LAMP UNTO MY FEET; Sunday April 13; CBS 10am - ADD: Over The Top; (O) John G. Fuller; with Abby Lewis, Jerome Cowan; Dir - James MacAllen.

LOOK UP & LIVE; Sunday April 13; CBS 10:30am - ADD: The Crisis Today; (First of a seven part series dealing with the problem of juvenile delinquency); (O) Elliott Baker; with The Max Roach Quartet(M). Dir - Tim Kiley.

FRONTIERS OF FAITH; Sunday April 13; NBC 1:30pm - ADD CAST: Murray Matheson, Joan Croydon, Christine Thomas, Arthur Malet, Walter Burke, Sophie Fissel.

MONDAY APRIL 14

Adventures of Robin Hood	CBS 7:30pm(6:30)	The Genius; with regulars & Harry F. Corbett, Geoffrey Baylfon, Paul Hansard, Charles Lloyd Pack, Tommy Rose, Alex Scott; (SW&SD).
Love That Jill	ABC 8pm	Make Mine Marriage; with regulars & Donald & David Wayne, Caryl & Susan Volkman; (SW&SD).
Burns & Allen	CBS 8pm(7)	with regulars & Anna Marie Namasi, Stevie Firstman, Myrna Fahey; (SW&SD).
Restless Gun (John Payne)	NBC 8pm	with Connie Gilchrist; (SW&SD).
Lucille Ball-Desi Arnaz Show	CBS 8:30pm(7:30)	with regulars & Fernando Lamas; (O) Madelyn Martin, Bob Carroll, Jr., Bob Schiller, Bob Weiskopf; Dir - Jerry Thorpe. LAST SHOW OF SEASON.
Voice of Firestone	ABC 9pm	REPEAT - Roberta Peters(S).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Warren Gale(M), Don Lipovac(M), Betsy Gay(S).
December Bride	CBS 9:30pm(8:30)	with regulars & Mickey Rooney, Benny Rubin, Mary Treen, Mike Smith, Jan Arvan, James Flavin, Mark Cavell, Bart Bradley, Tom Masters, Peter Votrian; (SW&SD).
Goodyear Theater	NBC 9:30pm	Fix A Time For Mourning; (O) T.E. Brooks; with Jane Powell, John Baragrey, Kevin Hagen, Vivi Janiss, Rory Mallinson, Dodie Wright; Dir - Thomas Carr.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	Mrs. 'Arris Goes To Paris; (O) Paul Gallico; (A) Michael Dyne; with Gracie Fields, Jacques Bergerac, Joanne Linville, Patricia Cutts; Dir - David Greene.

MONDAY APRIL 14(Cont'd)

SUSPICION	NBC 10pm	The Girl Upstairs; (O) Patrick Hamilton; with Denholm Elliott, Douglas Campbell, Eithne Dunne, Maureen Hurley, Anthony Dearden, Patty Duke; Dir - Don Medford.

TUESDAY APRIL 15

Sugarfoot (Will Hutchins)	ABC 7:30pm	Guns For Big Bear; (O) Sig Herzig; with Lisa Montell, Ted De Corsia, Gerald Mohr, Bing Russell; (SD).
Mr. Adams & Eve	CBS 8pm(7)	Lovey-Doveys; with regulars & Joan Banks, Casey Adams; (SW&SD).
FISHER-GOBEL	NBC 8pm	William Bendix(A-C), Peggy Lee(S), Scott Engel(S).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	One; with Rico Alaniz, Tommy Cook, Walter Maslow; (SW&SD).
Broken Arrow (John Lupton)	ABC 9pm	Turncoat; with regulars & Laurie Carroll, John Beradino, N.M. Wynant, David Renard; (SW&SD).
JERRY LEWIS SHOW	NBC 9pm	Helen Traubel(S), Everett Sloane(A).
RED SKELTON	CBS 9:30pm(8:30)	Charles Ruggles(A).
EMMY AWARDS	NBC 10pm	Originating from NBC Studios in NY, and Cocoanut Grove, LA; Writers - Nat Hiken, Billy Friedberg, Jackie Elleson, Charles Stewart, Ernest Kinoy, Carl Jampel; Masters of Ceremonies - (NY) Phil Silvers; (LA) Danny Thomas; Entertainers - Morey Amsterdam, James Garner, Jerry Lester, Cliff Norton, Louis Nye, Arnold Stang; Dir's - (NY) Craig Allen; (LA) William Bennington.

WEDNESDAY APRIL 16

Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Daniel Barrister Story; (O) Norman Jolley; with Charles Bickford, Roger Smith, Peg Hillias, Allan Lane, Kay Cousins, Sarah Selby, Arthur Space, Anthony Lawrence; Dir - Richard Bartlett.
Tombstone Territory(Pat Conway)	ABC 8:30pm(9)	The Tin Gunman; with regulars & Neil Grant, Hal Smith, Patrick Waltz, Paul Lambert, Lisa Gaye, Charles Seel; (SW&SD).
BIG RECORD (Patti Page)	CBS 8:30pm(7:30)	Jimmie Rodgers(S), Dennis Day(S), Russ Morgan & Orch.
Father Knows Best	NBC 8:30pm	A Friend In Need; with regulars & Edwin Jerome, William A. Forester; (SW&SD).
Ozzie & Harriet	ABC 9pm(9:30)	The Bachelor; with regulars & Francis X. Bushman, Ann Leddy, Sally Hughes, Kathleen Field; (SW&SD).
Millionaire	CBS 9pm(8)	The Story of The Thorne Sisters; with Lurene Tuttle, Lillian Bronson, Frances Morris, Howard McNear, Paul Frees, Bill Baldwin, Stewart Bradley, Harry Harvey, Grazia Marciso, Frank Chase.
KRAFT THEATRE	NBC 9pm	NEW PRODUCTION STAFF AS OF THIS DATE: Talent Associates - Exec Prod - David Susskind; Three Plays by Tennessee Williams; ("This Property Is Condemned", "Moony's Kid Don't Cry", "The Last Of My Solid Gold Watches") (O&A) Tennessee Williams; with Ben Gazzara, Lee Grant, Martin Huston, Zina Bethune, Thomas Chalmers, Gene Saks, Alonzo Bozan; Dir - Sidney Lumet.
BETTY WHITE	ABC 9:30pm(10)	Jimmy Boyd(S).
ARMSTRONG CIRCLE THEATRE	CBS 10pm(9)	The Vanished; (O) John Noble("I Was A Slave In Russia"); (A) Roger Hirson; with Michael Higgins, Danny Ocko, Leonardo Cimino, John Brachita, Michael Constatine; Dir - William Corrigan.

THURSDAY APRIL 17

Circus Boy	ABC 7:30pm	Elmer The Aeronaut; with regulars & Elaine Haslett, Harry Strange; (SW&SD).

THURSDAY APRIL 17(Cont'd)
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Richard Diamond, Private Detective (David Janssen)	CBS 8pm	Another Man's Poison; (O) Donn Mullally; with Regis Toomey, Claude Akins, Phyllis Coates, Zina Provendie, Craig Duncan, Paul Bryer; (SD).
SHOWER OF STARS	CBS 8:30pm	Jack Benny, Nanette Fabray(S), John Raitt(S), Betty Grable(A-D-S), Chorus line from the Moulin Rouge; (O) Hugh Wedlock, Howard Snyder; Dir - Seymour Berns; LAST SHOW OF SEASON.
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Roger Till, Ann Morrison, Dodie Wright, Charles Courtney, Craig Duncan; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Teresa Brewer(S).
Playhouse 90	CBS 9:30pm	Bitter Heritage; (O) Joseph Landon; with Eva Le Gallienne, Elizabeth Montgomery, Robert Middleton, Henry Hull, James Drury, Dayton Lommis, Denver Pyle, Strother Martin; Dir - Paul Wendkos.
FORD SHOW	NBC 9:30pm	Roberta Sherwood(S).
MAKE ME LAUGH	ABC 10pm	Joey Carter(C), Sid Gould(C), Louis Nye(C), Basil Rathbone(A).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Spring Byington(A-C).
Jane Wyman Theatre	NBC 10:30pm	The Bravado Touch; with Fernando Lamas, Robert Osterloh, Virginia Leith, Michael Rye.

FRIDAY APRIL 18
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Adventures of Rin-Tin-Tin	ABC 7:30pm	Brave Bow; with regulars & Laurie Carroll, Larry Johns, Jack Mather, Tommy Farrell; (SW&SD).
Shirley Temple's Storybook	NBC 7:30pm(8)	The Land of Green Ginger; (O) Noel Langley; Music - Jerry Livingston; Lyrics - Mack David; with Kuldip Singh, Sue England, Jack Albertson, Joey Faye, Charles Halton, Billy Curtis, Angelo Rossitto, Eugene Jackson III, Roy Jenson, Tom McKee, Antony Eustrel; Dir - Robert B. Sonclair.
Jim Bowie (Scott Forbes)	ABC 8pm	Bad Medicine; with Brett Halsey, Trevor Bardette, Michael Cane, Doug McClure, Ann Traum, Luke Toblee; (SW&SD).
Trackdown (Robert Culp)	CBS 8pm(7)	The Mistake; (O) John Robinson; with James Best, James Griffith, Bruce Gordon, Joe Mell, Rusty Wescoatt, Roy Engle; (SD).
Dick Powell's Zane Grey Theatre	CBS 8:30pm(7:30)	Debt of Gratitude; with Steve Cochran, James Whitmore; Dir - William D. Feralla.
Frank Sinatra Show	ABC 9pm	Brownstone Incident; (O) David P. Harmon; with Frank Sinatra, Cloris Leachman, Anne Seymour, Phillip Pine, Jack Albertson, Barbara Turner, Penny Santon, Rickie Sorensen, Judy Cannon; Dir - Henry Sanicola.
Phil Silvers Show(You'll Never Get Rich)	CBS 9pm(8)	Hillbilly Whiz; with regulars & Dick Van Dyke, Frank Milan, Joyce Gladmond, Yogi Berra, Gil McDougald, Whitey Ford, Phil Rizzuto, Red Barber; (SW&SD).
M Squad (Lee Marvin)	NBC 9pm	Fight; (O) Wilton Schiller & Jack Laird; with Charles Bronson; (SD).
PATRICE MUNSEL	ABC 9:30pm	Alfred Drake(S), Sid Gould(C).
Schlitz Playhouse	CBS 9:30pm(8:30)	A Contest of Ladies; (O) William Sanson; (A) Alec Coppel; with Louis Hayward, Lita Milan, Alan Mowbray, Sally Pearce, Jacqueline Beer, Ingrid Dittmar, Lili Kardell; Dir - Paul Henreid.
ART FORD'S GREENWICH VILLAGE PARTY	WABD(local NY) 10pm	Joey Adams(C) & Cindy Adams will emcee show while Mr. Ford is in Brussels.
Lineup (Warner Anderson, Tom Tully)	CBS 10pm(9)	The Deacon Whitehall Case; with regulars & James Griffith, John Carradine, Elaine Riley; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS - APRIL 14 - APRIL 18

TODAY (Dave Garroway)	NBC 7am(6)	Roberta MacDonald(A- S-D) is girl of the week; 4/14 - Bobby Hackett(M); 4/17 - Phyllis Diller(C).
GARRY MOORE	CBS 10am(2pm)	4/16 - Martha Davis & Spouse(S-M); 4/18 - Erroll Garner(M), Cupcake O'Mason(S-C).
NBC MATINEE THEATRE	NBC 3pm(12N)	4/14 - From The Desk of Margaret Tyding; Re-run of 4/4/56; 4/15- The Canterville Ghost; (O) Oscar Wilde; (A) George Lowther; 4/16- The Ivy Curtain; Re-run of 11/6/57; 4/17 - Found Money; (O) Leonard Stadd; 4/18 - Washington Whispers Murder; (O) Leslie Ford; (A) S.S. Schweitzer.
MODERN ROMANCES (Gretchen Wyler)	NBC 4:45pm(1:45)	(O) Morton Wishengrad & Virginia Mazer; with Henrietta Moore, David White, Frank Scofield, James Bender, Ian Martin.
JACK PAAR SHOW	NBC 11:15pm(11:30)	Betty Johnson(S) is guest all week; 4/14 - Senor Wences (ventril), Morty Gunty(C); 4/15 - Senor Wences(ventril), Charles Coburn(A), Cliff Arquette(C), Jack Haskell(S); 4/16- Hermione Gingold(C), Hans Conried(C); 4/17 - Hans Conried(C), Cliff Arquette(C), Peggy Cass(A), Cindy & Lindy(S); 4/18 - Hans Conried(C), Hermione Gingold(C), Jack Haskell(S).

SATURDAY APRIL 19

TRUE STORY (Kathi Norris)	NBC 12N(4pm)	3:10 Local; (O) William Kendall Clarke; with Phyllis Hill, Coe Norton, Milette Alexander, Biff McGuire.
THE LONG TIME BETWEEN	NBC 1pm	(O) Edward Gilmore; with Julie Harris(A) as narrator; Presented in cooperation with the American Cancer Society; Dir - Frank Pacelli.
DICK CLARK SHOW	ABC 7:30pm(9:30)	The Four Aces(S), The Aquatones(S).
DU PONT SHOW OF THE MONTH	CBS 7:30pm(6:30)	The Red Mill; (O) Victor Herbert; (A) Robert Alan Aurthur; Music Dir - Don Walker;Choreog-Eugene Loring; with Shirley Jones, Donald O'Connor, Elaine Stritch, Mike Nichols, Elaine May; Narrators - Harpo Marx, Evelyn Rudie; Dir - Delbert Mann. LAST SHOW FOR CBS AS PACKAGER.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Jim Reeves(S), Tabby West(S), Roy Acuff & Smokey Mountain Boys & Girls(S).
PERRY COMO SHOW	NBC 8pm	Shirley Booth(A), George Sanders(A), Marge & Gower Champion(D).
POLLY BERGEN SHOW	NBC 9pm	Bob Hope(C).
Gunsmoke (Jim Arness)	CBS 10pm(9)	with regulars & Zina Provendie, Robert Ostelch, Luis Van Rooten; (SW&SD).

SUNDAY APRIL 20

FRONTIERS OF FAITH	NBC 1:30pm(10:30am)	Acres of Diamonds; (O) Robert B. Schall; Dir - Martin Hoade.
Maverick (James Garner)	ABC 7:30pm	RE-RUNS BEGIN FROM THIS DATE THROUGH Sept. 14.
Jack Benny Show	CBS 7:30pm	with regulars & Valerie Scott(S), Frank Remley(M), Charlie Bafby (M), Wayne Songer(M), Sammy Weiss(M), Don Rice(M), Artie Auerbach, Iris Adrian, Joe Kearns, Russ Conway, Mel Blanc, Herb Vigran, Sam Hearn.
No Warning!	NBC 7:30pm	Fire Lookout Post; (O) Maury Geraghty; with Ann Rutherford, Strother Martin, Wherton Chambers, Jerry Cohen; Dir - Maury Geraghty.
ED SULLIVAN SHOW	CBS 8pm	Vivian Blaine(S), David Wayne(A-S), Gogi Grant(S), Freddie Bell & The Bell Boys(S), Ricki Layne & Velvel(ventril), U.S. Naval Academy Glee Club, Univ. of Penn. Mask & Wig Club, Martin Granger's Puppets, Miklos Gafni(S), Helen & Howard(novelty), The D'Angelys (jugglers).

SUNDAY APRIL20(Cont'd)

STEVE ALLEN SHOW	NBC 8pm	Bob Hope(C), Patrice Munsel(S), Ray Anthony(M), Johnny Haymer(C), David Allen(S).
General Electric Theatre	CBS 9pm	One Is A Wanderer; (O) James Thurber; (A) Samuel Taylor; with Fred Mac Murray, Jeanne Shelley, James Westerfield, David Hoffman, George Keymas, Eve McVeagh; Dir - Herschel Daugherty.
DINAH SHORE CHEVY SHOW	NBC 9pm	Van Johnson(A-S-D), Anna Maria Alberghetti(S), Jose Greco(D).
Alfred Hitchcock Presents	CBS 9:30pm	Fatal Figures; (O) Rick Edelstein; (A) Robert C. Dennis; with John McGiver, Vivian Nathan.
Loretta Young Show	NBC 10pm	Dangerous Verdict; (O) Harlan Ellis; with Miss Young, Barney Phillips, George Keymas, Clark Howat, Preston Hanson, William Munchow, Billie Bird, Charles Seel, Gregg Martell; Dir - John Newland.

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—MID-WEEK SPECIAL—

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APR 16 1958

NEWS - COMMENT - POSSIBILITIES

Yvonne Furneaux, French-born English stage and screen actress, will co-star as Cathy, the lead feminine role in "Wuthering Heights," the Du Pont Show of the Month over CBS on May 9, Friday, 9:30-11pm NYT & LAT. Miss Furneaux will make her U. S. TV debut, playing opposite Richard Burton as Heathcliff. The long list of "co-stars" includes: Heather Sears, Robert Flemyng, Denholm Elliott, Cathleen Nesbitt, Bernard Miles, Michel Ray, Patty Duke, and special guest star Barry Jones. The Talent Associates production will originate in New York with Daniel Petrie directing James Costigan's adaptation of the Emily Bronte classic.....The Procter & Gamble Co thru Compton Advertising, Inc., has renewed NBC's This Is Your Life for the 1958-59 season.....Screen Actors Guild membership have overwhelmingly approved the new Producer-SAG 1958 Commercials Contract, which will run to March, 1960. Of the 5,532 votes cast, 5,398 were ayes, with 80 nays and 54 ballots void.....On another SAG front -- the discussion between the film actors union and AFTRA on future division or control of taped television boils down to some means of arriving at a peaceful method of cutting the acting pie. One of the important statements in the new SAG commercials agreement specifies that the Guild has jurisdiction over TV commercials not only when made on film but also when made on "tape or otherwise...", noting that from its viewpoint, the sole exceptions are "commercials made on electronic tape or by any other electronic devices, produced for such advertising agencies by television stations or television networks using broadcasting studio facilities of such television stations or television networks." Will that also provide a talking point to find a dividing line for programs produced on tape? Will the production site of the program, whether independently produced in an outside studio, or produced with network or station facilities be a determining factor?

The impact of tape on West Coast daytime programming will be graphically demonstrated on April 28 when CBS achieves a changeover between 9am and 4pm daily in which all programs will move to more appropriate time periods; the ones for which they were designed, following the basic Eastern morning and afternoon patterns. Up to now, programs have been carried direct live from NY or via kinescopes or tapes in non-normal time slots. The Garry Moore Show, How Do You Rate?, Arthur Godfrey Time and Dotto, all currently seen in the afternoon in the LA area, will move to new morning times. CBS' large slate of daytime dramas move from their early and late morning times to more normal late morning and afternoon times; all starting April 28 when Daylight Saving Time gives all the nets a perfect excuse to re-align Western and Midwestern schedules in preparation for next fall's programming when the tape revolution will have had its bugs worked out in summer trials.

The end of the Frank Sinatra Show, seemingly not lamented by any one concerned in its sponsorship or production, affirms for variety specialists that a strong production hand with a good planning sense is as important as a star attraction.

(MORE)

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NBC will radically change its network discount plan, effective Oct 1, because of the increase over the past two years in alternate week sponsorships. The new plan provides hourly discounts on a fortnightly basis, in place of the present one-week span. Evening sponsorships in combination with daytime sponsorships will have added flexibility in qualifying for discounts; for example, an alternate week evening program plus an alternate week daytime program can both enjoy a 10 per cent annual discount. Also under the new plan, the 25 per cent maximum discount can be earned by an advertiser using one and one-half hours weekly, rather than the two hours required under the current plan. The primary benefits accrue to the big time users, but the added discounts may lead them to hold the present line for the fall, rather than go through rumored cutbacks.

Networks execs are quietly investigating the possibilities of using one hour TV film shows and future tapes of live dramas and musicals in the late night and early morning periods on local stations currently filled with Hollywood films. One current test being watched with interest is NTA's syndication for The Twentieth Century-Fox Hour. Good audience reaction could prime the thinking about what to do after the Hollywood movie channel dries up.

LA film people returning from preliminary talks with Eastern advertising execs are reportedly worried over the lack of advertiser interest in some projected properties. The two points stressed most often are future shooting economy (can the series stand up under a strictly controlled budget) and what's the exploitation angle for the sponsor, or is there enough room for indentification? The latter is emphasized on some of the proposed Western and adventure series. Not necessarily proven by polls, the reason most ad execs are looking for good comedy series is the feeling that light-hearted series permit more advertiser identification. The change in thinking and feeling is too tough when a program switches from a bang-bang rough-em-up scene to a sponsor's message, yet sponsors who want total audience must go with the trends rather than gamble on setting them. Some of the shocking switches by advertisers from and to agencies suggest that decisions on TV series will undergo critical study by agency execs, leading to some important last-minute program buying this year.

The phrase "planned," in talking about new series pilots in Hollywood, according to latest practices means that a studio has assigned the story idea to a writer and further production plans depend on the pilot script and continuing story synopses. Several recent Warner Bros announcements appear to be based on this method. It amounts to a form of series idea and title protection where there's none in the law. CBS also seems to be following this practice in announcing that pilot scripts have been commissioned from writers. On the other hand, MCA-Revue has had several pilots in the can and ready for showing on the air as part of several of its anthology series before revealing (aside from direct agency pitches) that the films may be offered as pilots for series. Agencies keep track of all announcements of new plans and story announcements linked to some star names invariably draw a request from a major agency that it is interested in seeing the pilot, if and when it is made.

ROSS REPORTS—TELEVISION INDEX

APRIL 21-27, 1958

VOLUME 10 NUMBER 17

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

(NYT - New York Time; LAT - Los Angeles Time)

Friday(April 25)

NBC- 8-8:30pm NYT & LAT, Weekly; DEBUT - Jefferson Drum - FILM; approx 114 stations net, 11 delayed. (Replaces Court of Last Resort, last show April 11).
§ Jeff Richards stars in the title role as a fighting newspaper editor in a lawless mining town in the West; with 9-year-old Eugene Martin as Drum's son, Robert Stevenson as "Big Ed," the bartender, and Cyril Delevanti as Drum's printer, as permanent cast members.
§ ALTERNATE SPONSORS- 1) P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY); Acct Exec- Dale Anderson; Comm Anncr- Bill Shipley(live). 2) Chemstrand Corp (Synthetic Fibers) thru Doyle Danc Bernbach, Inc(NY); Acct Superv- Joseph Daly; Acct Execs- John Fenyon, Leonard Press; Comms- On film.
§ PKGR- Goodson-Todman Productions(NY); Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Prod- Mathew Rapf; Dirs- Chris Nyby(first two), others; Writers- Various.

Saturday(April 26)

NBC- 5-6pm NYT (2-3pm LAT), also April 27, 3-4pm NYT (12noon-1pm LAT), these dates only; SPECIAL - Tournament of Champions - LIVE from Las Vegas; to the net. (Sun program preempts Youth Wants to Know, 3-3:30pm NYT, and Look Here, 3:30-4pm NYT). § Telecasts of key parts of the sixth annual golf Tournament of Champions at the Desert Inn Country Club, Las Vegas, Nev. The Sunday telecast will feature play during the windup of the tourney.
§ Sustaining.
§ PKGR- NBC Sports(LA); Prod- Bill Kayden; Dir- Bill Bennington.

Sunday(April 27) - DAYLIGHT SAVING TIME BEGINS

ABC- 10-10:30pm NYT, Weekly; FORMAT & SCHEDULE CHANGE - The Mike Wallace Interview - LIVE from NY; to the net. (Replaces a network documentary film series). § Special series of interviews on the theme of "Survival and Freedom," examining the relationships between individuals and various kinds of organizations and the role of various pressures in a democratic society. The previous program version has been seen Sat, 10-10:30pm NYT; last show April 19.
§ Sustaining (with production costs covered by a grant from the Fund for the Republic). Program series is scheduled for 13 weeks.
§ PKGR- Newsmaker Productions, Inc(NY) in assoc with Fund for the Republic; Prod- Ted Yates, Jr.; Prodn Asst- Rita Quinn; Dir- Jack Sameth; Researcher- Al Ramrus.

NBC- 6:30-7:30pm NYT & LAT, this date only; SPECIAL - Hansel & Gretel - LIVE from NY; 168 stations live and quick kine. (Continued on next page)

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Sunday(April 27)

NBC- Hansel and Gretel (Cont'd from previous page): (Preempts Outlook, 6:30-7pm, and My Friend Flicka, 7-7:30pm). § Yasha Frank's literal version in verse of the Grimm fairy tale, starring Red Buttons as Hansel and Barbara Cook as Gretel, with Rise Stevens as a loving mother (a change from the cruel stepmother of the fairy tale) and Rudy Vallee as her husband (see page D for other cast credits).
§ SPONSOR- Rexall Drug Co (Various Products) thru Batten, Barton, Durstine & Osborn, Inc(LA); Acct Superv- Monte Starkey; NY Acct Rep- Charles O'Rourke.
§ PKGR- Talent Associates Ltd(NY); Exec Prod- David Susskind; Prod- Herbert M. Moss; Assoc Prod- Boris Frank; Dir- Paul Bogart; Music Dir- Glenn Osser; Art Dir- Sam Leve; Costumes- Sal Anthony; Costumes- Onna White; Writer- Yasha Frank (based on the fairy tale by the Brothers Grimm and the opera by Engelbert Humperdinck); Music- Alec Wilder, William Engvick.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Shirley Temple's Storybook (Approx every 2 or 3 weeks, various times) April 18, Friday, 7:30-8:30pm NYT (8-9pm LAT); FILM, produced with Screen Gems, Inc.; "The Land of Green Ginger," written by Noel Langley, following adventures of the son of Aladdin.

Hallmark Hall of Fame (6 times during season, various times) April 25, Friday, 9:30-11pm NYT (6:30-8pm LAT); "Dial M for Murder," original and adaptation by Frederick Knott, starring Maurice Evans and Rosemary Harris (see page C for cast credits). § LAST SHOW of season. § LIVE (COLOR) from NY.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Stars of Jazz; NET DEBUT April 18; Friday, 8:30-9pm NYT (videotape of LA local over KABC-TV, Mondays, 10:30-11pm LAT), Weekly; videotape to the net. (Replaces Colt .45; last show April 11). § Bobby Troup is host-narrator and star of this jazz show featuring improvised music and star guests. The program combines its visual elements with the music. The program has been seen locally in LA over KABC-TV for almost two years.
§ Sustaining.
§ PKGR- info not available; Exec Prod- Peter Robinson; Prod- Jimmy Baker; Dir- Hap Wayman.

CBS- Young People's Concerts of the New York Philharmonic; last show April 19, Saturday, 12noon-1pm NYT (1:30-2:30pm LAT). Program has been scheduled and presented on Jan 18, Feb 1, March 8 and April 19 as a special series (see page 9).

The Defense of America; SPECIAL April 20; Sunday, 3:30-4:30pm NYT, this date only; LIVE from Washington, D. C.; to the net. § Eric Sevareid is moderator for a debate among nationally-prominent experts on the defense structure of the U. S., under the general title, "A Special Debate on the Reorganization of the Defense Department."
§ Sustaining.
§ PKGR- CBS Public Affairs; Prod & Dir- CBS Washington staff.

TALENT SHOWSHEET AND SCRIPT REPORT - APRIL 21 - APRIL 27

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written. Performer and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

FISHER-GOBEL SHOW; Tuesday April 15; NBC 8pm - ADD: Jack Carter(C).

JERRY LEWIS SHOW; Tuesday April 15; NBC 9pm - ADD: Gary Lewis, Danny Lewis(S).

RED SKELTON SHOW; Tuesday April 15; CBS 9:30pm - DELETE: Charles Ruggles; ADD: Dick Foran(C), Craig Stevens(A).

PAT BOONE CHEVY SHOWROOM; Thursday April 17; ABC 9pm - ADD: Dick Van Dyke(C).

MAKE ME LAUGH; Thursday April 17; ABC 10pm - DELETE: Louis Nye(C); ADD: Dave Barry(C).

STARS OF JAZZ; Friday April 18; ABC 8:30pm - PREMIERE: Bobby Troup is host-narrator; with Teddy Buckner & Dixieland Group(M), The Mastersounds(S), Jeri Sothern(S).

DICK CLARK SHOW; Saturday April 19; ABC 7:30pm - ADD: David Seville(S), Pat Shannon(S), Carl Perkins(S).

LAMP UNTO MY FEET; Sunday April 20; CBS 10am - ADD: In The Morning; (O) Don Kellerman; with Mary Fickett, Alan Hewitt, Gene Peterson, Dickie Olson; Dir - James MacAllen.

FRONTIERS OF FAITH; Sunday April 20; NBC 1:30pm - ADD CAST: Ford Rainey, Bill Coppola, John Reese, Herbert Voland, Eugene Francis, Fred Herrick, Elizabeth Lawrence, Jane Bonnet.

OMNIBUS; Sunday April 20; NBC 4pm - ADD: FILMS - Nine Lives; Based on the book "We Die Alone" by David Horwath; Dir - Arne Skouen; The Reindeer Men; Prod - Per Host.

ED SULLIVAN SHOW; Sunday April 20; CBS 8pm - ADD: Kathy Linden(S), Billy De Wolfe(C), Hermione Gingold(C), The Champs(S).

General Electric Theater; Sunday April 20; CBS 9pm - DELETE: One Is A Wanderer, as listed last week; ADD: God Is My Judge; (O)Katherine & Dale Eunson; with Nina Foch, Gary Merrill, Dean Stockwell, Russell Collins, Nancy Marshall; Dir - Justus Addis.

DINAH SHORE CHEVY SHOW; Sunday April 20; NBC 9pm - ADD: Michael Davis(D).

MONDAY APRIL 21

Adventures of Robin Hood	CBS 7:30pm(6:30)	The Youthful Menace; with regulars & Peter Kerr; (SW&SD).
Burns & Allen	CBS 8pm(7)	with regulars & Douglass Dumbrille, Harry Cheshire, Valerie Allen; (SW&SD).
Restless Gun (John Payne)	NBC 8pm	The Outlander; with Gloria Talbott, George Dolenz, Reed Hadley; (SW&SD).
TALENT SCOUTS	CBS 8:30pm(7:30)	Dick Roman(S), Gloria Shaw(S), The Four Grads(S).
Voice of Firestone	ABC 9pm	REPEAT - Jerome Hines(S).
Danny Thomas Show	CBS 9pm(8)	with regulars & Artie Lewis, Benny Baker, Billy Snyder, Robert Carson, Sheldon Leonard; (SW&SD).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Lueanna Ragle(S), Bob Foyer(S).
Alcoa Theatre	NBC 9:30pm	My Wife's Next Husband; (O) George Slavin; with David Niven, James Daly, John Eldredge; Dir - Robert Florey.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The Desperate Age; (O) Abby Mann; with Barbara Bel Geddes, Wendell Corey, Aline MacMahon, Martin Balsam; Dir - Herbert Hirschman.

MONDAY APRIL 21(cont'd)

Suspicion	NBC 10pm	Fraction Of A Second; (O) Daphne du Maurier; (A) Kathleen Hite; with Bette Davis, Wendy Winkleman, Whit Bissell, Linda Watkins, Marjorie Bennett, Paul Newlan; Dir - John Brahm.

TUESDAY APRIL 22

Cheyenne (Clint Walker)	ABC 7:30pm	The Long Search; (O) George Slavin; with Norman Frederic, Randy Stuart, Gail Kobe, Tommy Farrell, Kim Charney; (SD).
Mr. Adams & Eve	CBS 8pm(7)	with regulars & Barbara Bell Wright; (SW&SD).
GOBEL-FISHER	NBC 8pm	Eddie Fisher will not appear on tonight's show; Jackie Cooper (A), Gene Sheldon(M-panto), Pat Buttram(C), Jack Kirkwood(C).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	The Underdog; with Myron Healey, Brad Johnson, Peggy Stewart; (SW&SD).
Broken Arrow (John Lupton)	ABC 9pm	Power; with Carlos Romero, James Druzy, Ed Prestiss, Larry Perron; (SW&SD).
Adventures of McGraw(Frank Lovejoy)	NBC 9pm	Rare Perfume; with Marya Stevens; (SW&SD).
RED SKELTON SHOW	CBS 9:30pm(8:30)	John Carradine(A), Franklin Pangborn(A), Joan Tabor(A).
Bob Cummings Show	NBC 9:30pm	Bob Sails For Hawaii; with regulars & Ingrid Goude, Dan Tobin, Ruth Brady; (SW&SD).
Californians (Richard Coogan)	NBC 10pm	Pipeline; (O) Carey Wilber; with Mayo Loiseaux, Whit Bissell, Howard Petrie, Howard Caine, Douglas Fowley, Robert Fuller; (SD).

WEDNESDAY APRIL 23

Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Major Adams Story; First of 2 Parts; (O) Frank Marshall; with regulars & Virginia Grey, Douglas Kennedy, Irene Windust, Ben Morris, Kay Stewart, Craig Duncan, Bob Bryant, Fred Coby, Renny McEvoy; Dir - Mark Stevens.
Tombstone Territory(Pat Conway)	ABC 8:30pm(9)	The Outcasts; with Harry Brandon, Kathleen Freeman, Stephen Courtleigh, Regina Gleason; (SW&SD).
BIG RECORD (Patti Page)	CBS 8:30pm(7:30)	Lizabeth Scott(S), Gracie Fields(C), Tony & Gus Pastor(M), The Treniers(S).
Father Knows Best	NBC 8:30pm	A Medal For Margaret; with regulars & Vivi Janiss; (SW&SD).
Millionaire (Marvin Miller)	CBS 9pm(8)	The Story of Rafe Peterson; with Ron Randell, Mae Wynn, Edmon Ryan, Martin Wilkins, Roy Dean.
KRAFT THEATRE	NBC 9pm	Angry Harvest; (O) Hermann Field & Stanislaw Mierzenski(from the novel of the same name); (A) David Davidson; with Theodore Bikel, Ina Balin, George Voskovec, Ludwig Donath, Elliott Sullivan, Margot Lassner; Dir - Alex Segal.
US STEEL HOUR	CBS 10pm(9)	The Public Prosecutor; (O) Fritz Hochwalder(translated by Kitty Black); (A) Theodore Apstein; with Walter Slezak, Dolores Del Rio, John Baragrey, Frank Conroy, Jerome Kilty, Alexander Clark, Ben Hayes, Gail Richards; Dir - Robert Stevens.

THURSDAY APRIL 24

Circus Boy	ABC 7:30pm	The Lady And The Circus; with regulars & Frances Robinson, Thomas B. Henry, Jack W. Harris, Paul Keast; (SW&SD).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Shooting For The Moon; (O) Henry F. Greenberg & Malvin Wald; with John Forsythe, Dick York, Bethel Leslie, Alexander Scourby, Robert Armstrong; Dir - Tom Donovan.

THURSDAY APRIL 24(Cont'd)

Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Gilman Rankin, Jacquelyn Park, Marshall Bradford, Henry Cordon, Natalie Norwich; (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Don Ameche(A-S).
PLAYHOUSE 90	CBS 9:30pm	Verdict of Three; (O) Raymond Postgate; (A) James P. Cavanagh; with Michael Wilding, Yvonne de Carlo, Gladys Cooper, Cecil Kellaway, Angela Lansbury; Dir - Buzz Kulik.
FORD SHOW	NBC 9:30pm	Barry Sullivan(A).
MAKE ME LAUGH	ABC 10pm	Milton DeLugg & Orch. have been added as regulars to the show; Dave Barry(C), Frank Fontaine(C), Sid Gould(C).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Don Cherry(S).
Jane Wyman Theatre	NBC 10:30pm	Man of Taste; with Paul Henreid, Richard Garland, Gail Kobe.

FRIDAY APRIL 25

Jim Bowie (Scott Forbes)	ABC 8pm	A Night In Tennessee; with George Dunn, Tom Brown, Jason Johnson, Joe Barry; (SW&SD).
Trackdown (Robert Culp)	CBS 8pm(7)	The Deal; (O) John Robinson; with James Westerfield, Johnny Crawford, James Griffith, Norman Leavitt; (SD).
Jefferson Drum (Jeff Richards)	NBC 8pm	PREMIERE: Regulars in this series are - Jeff Richards, Eugene Martin, Robert Stevenson, Cyril Delevanti; The Hanging of Joe Lavetti; (O) E. Jack Neuman; with regulars & Virginia Gregg, Hal Smith, Harry Lauter, Russell Thorson, Richard Reeves, Gregg Barton, Jan Arvan; Dir - Jerry Hopper.
STARS OF JAZZ	ABC 8:30pm	Billy Eckstine(S), Red Norvo Quintet. TAPE OF LA MONDAY SHOW, 10:30-11pm.
Dick Powell's Zane Grey Theatre	CBS 8:30pm(7:30)	Village of Fear; RE-RUN of 2/29/57.
Frank Sinatra Show	ABC 9pm	Ethel Merman(S).
M Squad (Lee Marvin)	NBC 9pm	Guilty Alibi; (O) Harry Junkin & Norman Lessing; with Ross Elliot, Brook Byron; (SD).
PATRICE MUNSEL SHOW	ABC 9:30pm	Georges Guetary(S), Nancy Walker(C).
Schlitz Playhouse	CBS 9:30pm(8:30)	The Kind Mr. Smith; (O) William J. Locke; (A) Oscar Millard; with Vincent Price, John McGiver, Valerie French, Jonathan Harris, George Neise, George Pelling, Molly Roden; Dir - Frank P. Rosenberg.
HALLMARK HALL OF FAME	NBC 9:30pm	Dial 'M' For Murder; (O&A) Frederick Knott; with Maurice Evans, Rosemary Harris, John Williams, Anthony Dawson; Dir - George Schaefer.
ART FORD'S GREENWICH VILLAGE PARTY	WABD(local NY) 10pm	Stan Freeman Trio(M), Josh White(S-M), Odette(S), Aaron Rosand(M).
Lineup (Tom Tully, Warner Anderson)	CBS 10pm(9)	#17643 Case; RE-RUN OF 11/8/57.

MULTIPLE & ACROSS-THE-BOARD SHOWS - APRIL 21 - APRIL 25

TODAY (Dave Garroway)	NBC 7am(6)	4/22 - Whittemore & Lowe(M); 4/23 - Irwin Corey(C); 4/25 - Jane Morgan(S).
GARRY MOORE SHOW	CBS 10am(2pm)	4/25 - Martha Davis & Spouse(S-M).

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

NBC MATINEE THEATER	NBC 3pm(12N)	4/21 - The Last Voyage; RE-RUN OF 7/4/57; 4/22 - A Boy Grows Up; (O) Dorothy Stewart; 4/23 - The Phony Venus; (O) George Branshaw; 4/24 - Some Blessed People; (O) Jean Leslie; 4/25- Quiet Street; (O) Selda Popkin.
MODERN ROMANCES (Jayne Meadows)	NBC 4:45pm(1:45)	(O) Bob Corcoran; with William Prince, Georgiann Johnson, Clement Fowler, Harry Worth, Bill Mason, George Forrest.
JACK PAAR SHOW	NBC 11:15pm(11:30)	4/21 - Danny Scholl(S), Teal Joy(S); 4/22 - Cliff Arquette(C), Parker Fennelly(C), Diahann Carroll(S); 4/23 - Genevieve(S), Hermione Gingold(C), Carol Burnett(S-C); 4/24 - Genevieve(S), Cliff Arquette(C), Frank Fontaine(C), Tony Perkins(A); 4/25 - Peggy Cass(A-C), Reginald Denny(A), Danny Scholl(S), Richard Hayman(M).

SATURDAY APRIL 26

JIMMY DEAN SHOW	CBS 12N(1:30pm)	Jimmy Nelson(ventril).
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	Faith; (O) Michelle Cousin; with Bernie Grant, Earl Hammond, Staats Costworth.
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Case of The Screaming Woman; with regulars & Josephine Hutchinson, Marian Seldes, Arthur Shields, Berry Kroeger, Ruta Lee, Philip Ober, Darin Booth, Don Gardner.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Patsy Cline(S), Porter Wagoner(S).
PERRY COMO SHOW	NBC 8pm	Lily Pons(S), Gertrude Berg(A-C), Pearl Bailey(S).
CLUB OASIS	NBC 9pm	Jo Stafford(S), Jimmy Rogers(S).
Have Gun, Will Travel(Richard Boone)	CBS 9:30pm	with regulars & James Olson, Lurene Tuttle, Kam Tong, Tyler McVey, Walter Barnes, Paul Lukathor, Alan Carney, Josh Franklin; (SW&SD).
Gunsmoke (Jim Arness)	CBS 10pm(9)	with regulars & Myrna Fahey, Aaron Saxon, Ed Kemmer; (SW&SD).

SUNDAY APRIL 27 — DAYLIGHT SAVING TIME BEGINS

WIDE WIDE WORLD	NBC 4pm	A Star's Story; with Joanne Woodward.
HANSEL AND GRETEL	NBC 6:30pm	Based on the fairy tale by the Brothers Grimm, and the opera by Engelbert Humperdinck; (A) Yasha Frank; with Stubby Kaye, Rudy Vallee, Rise Stevens, Red Buttons, Barbara Cook, Hans Conried, Will Able, Paula Laurence, Shai K. Ophir, Paul Hartman, Dick Lerner, Sondra Lee, Harrison Muller, Jessie Elliot, Joe Rocco; Dir - Paul Bogart.
Bachelor Father(John Forsythe)	CBS 7:30pm	Peter Falls In Love; with regulars & Zachary Charles, Joseph Mell, John Hiestand, William Kendis, Bobette Bentley, Molly Dodd; (SW&SD).
No Warning!	NBC 7:30pm	Ashley And Son; with Everett Sloane, Alfred Toigo.
ED SULLIVAN SHOW	CBS 8pm	Sal Mineo(A-S), Jack Carter(C), Georgia Gibbs(S), Patachou(S), Arthur Worsley(ventril), Maria Neglia(M), The Keoni Dancers, The Hoganas(tight rope), Art & Dottie Todd(S), Amru Sani(S).
STEVE ALLEN SHOW	NBC 8pm	Abe Burrows(C), Claudette Colbert(A), Xavier Cugat(M), Abbe Lane (S), Toni Arden(S).
Adventure At Scott Island(Barry Sullivan)	ABC 8:30pm	Tempest At Teapot Bay; with regulars & George Mitchell, Gene Peterson, Joanne Vischer; (SW&SD).

SUNDAY APRIL 27(Cont'd)

General Electric Theatre	CBS 9pm	Stop Over; with Anne Baxter, Jeanette Nolan, Orville Sherman, Beverly Washburn, Butch Bernard ; (O) Kathleen Hite.
CHEVY SHOW	NBC 9pm	Betty Hutton(S-C), George Sanders(A), Sam Butera & The Witnesses (S-M), Louis Prima(S-M), Keely Smith(S), Mioyshi Umeki(A-S).
Alfred Hitchcock Presents	CBS 9:30pm	Death Sentence; (O) Miriam Allen; (A) Joel Murcott; with James Best, Kathryn Bard, Steve Brodie; Dir - Paul Henreid.
Loretta Young Show	NBC 10pm	Second Rate Citizen; (O) Lowell S. Hawley; with Dewey Martin, Jacqueline Scott, Fred Eisley, William Schallert, Malcolm Cassel, Thomas B. Henry, Hal Taggert; Dir - John Newland.

ROSS REPORTS—TELEVISION INDEX

APRIL 23, 1958

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EDITOR: Jerry Leichter

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—MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

NBC is holding for imminent release the names of the major sponsors who have renewed or signed for new spots in the fall. As a matter of fact, a flock of network and station deals will be announced out of LA when the NAB convention gets into full swing April 27-May 1. The meetings and business pitches in connection with attendance at the big gathering gives announcements an impact they might not have as straight press releases to the trade. Many of the program people, as usual, will leak stories that will have later confirmation.

The Phil Silvers show over CBS on May 13, Tuesday, 10-11pm NYT (9-10pm LAT) for Pontiac will be titled Phil Silvers on Broadway. The one-shot is described by the comedian as "an intimate extravaganza" and "a real fun show." Either way or both, it will be a music and comedy revue.....The Ampex change for the summer in West Coast schedules will be permanent as far as CBS is concerned. The net's daytime programs will run on a schedule that will be the equivalent of an hour ahead of New York's showing, or a two-hour actual time delay after New York showings, e.g., Arthur Godfrey Time, seen from 11-11:30am in NY will be seen from 10-10:30am in LA, with all the other daytime programs following the same comparative clocking.....Although the successor programs to NBC Matinee Theatre in the Monday thru Friday, 3-4pm NYT spot are supposed to be up in the air, Compton Advertising is busy putting together one half-hour daytime serial for the 3-3:30pm spot, while Benton & Bowles is packaging the other, both dramas for Procter & Gamble. Production personnel seem to be set on both, but announcements are waiting until everything is squared away. In any case, both agencies are actively casting parts in the two daytime dramas. P & G's affection for having its drama programs, or splitting the tab as few ways as possible, is answered when one looks at the profile of daytime programming. You either sponsor a "soaper," with or without a few other sponsors, or you have your commercials surrounded by about 14 merchandising plugs on the giveaway shows. It's not revealing anything to note that several agencies are disturbed about the problem of catching attention for a commercial on a quiz show when the audience may already be surfeited with program-content plugs.

Re-runs may be the order of the day for many programs during the summer, but comparatively un-noticed is the fact that several of these programs have been scheduling re-runs late in the spring to stretch out the run of regular programming. The sponsor gets the usual break on the re-run price, but in advance of the "normal" summer run. Last program dates this season for several of the live shows, which can't sneak re-runs, include: Armstrong Circle Theatre, June 25 (probably replaced by kines of previous shows); Omnibus, May 4; Steve Allen Show, vacations July 13-Aug 31 (replaced by variety show with same basic production staff headed by Nick Vanoff subbing for Bill Harbach for the summer); Polly Bergen Show, May 31; Big Record, June 11;

 (MORE)

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The Pat Boone Showroom, June 26 (replaced by a variety show for the summer); The Perry Como Show, June 7 (replaced for at least 13 weeks by variety shows); The Garry Moore Show, final date June 27, and Your Hit Parade, June 7 (replaced by a filmed program as in former years).....June will again be the big month for the re-runs and summer programs, with the first week in July winding up the big switch. Comparative program quiet then sets in until the middle of September.

Although series about firemen haven't had much success, producer Herb Leonard was scheduling the pilot for one in Hollywood this week, this one based on the files of the LA Fire Dept.....Presumably Meet McGraw on NBC couldn't buck Broken Arrow on ABC, both Tuesday, 9-9:30pm, so the former will be dropped by the sponsor, but the latter's sponsors have also deserted it. So -- Procter & Gamble, which sponsors Meet McGraw, has bought The Rifleman (Four Star Films-Gramercy Pictures) for the fall to go into the ABC spot that will be vacated by Broken Arrow. Ralston-Purina and Miles Labs, the Broken Arrow sponsors, have bought Leave it to Beaver, now on CBS, for showing over ABC starting in the fall, Fridays, 8:30-9pm.....Few sponsors will be sitting still next season, with most of those spotting film properties at new times during the week when multiple time commitments make it possible to swing a series from one day to another and one net to another. Sponsors feel that running character programs have to have a shakeup in these latter days of TV when no one program can long score a slam over another.

Among trivia that finds its way into television is the last program schedule to be issued by the current program management for WATV, Newark, which covers the programs from Sunday, May 4, through Tuesday, May 6. A note on the first page says: "The schedule for the rest of the week will be supplied to you by the management of WNTA-TV." (Those are the new call letters for the station, effective May 7, when NTA takes over the management).....Station WTVJ, Miami, took ads in three trade magazines this week to announce that the station "has not run any special programs or intensive promotions during the April rating week in Miami. It is WTVJ's hope that it need never do so again." Station head Mitchell Wolfson slammed the practice of "loading" rating week programming and advertising and then short-changing audiences for the next three weeks. Either way, the station's action makes it a winner. If its ratings hold up without the special attention, that gives it a special note for its salesmen. If the ratings do sag and competitive stations keep up their special promotions, then WTVJ knows that it has to go back into the market. The station emphasizes that no single station can hope to combat the industry-wide practice (indulged in on a network level, too), but Wolfson hopes to call attention to the evil to spark nation-wide action.

The Sweets Co of America (Tootsie Rolls), which had dropped its co-sponsorship with Kellogg Co for The Buccaneers, Fridays, 5-5:30pm NYT, over ABC, returns as a Kellogg partner on two of the other shows held by the cereal maker. Sweets becomes a co-sponsor of Superman, Mondays, 5-5:30pm NYT, effective April 28; and an alternate week sponsor of Wild Bill Hickok, Wednesdays, 5-5:30pm NYT, effective April 30.

ROSS REPORTS—TELEVISION INDEX

APRIL 28-MAY 4, 1958

VOLUME 10 NUMBER 18

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

—WEEKLY REPORT—

RECEIVED

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

(NYT - New York Time; LAT - Los Angeles Time)

Wednesday(April 30)

CBS- 10-11pm NYT (9-10pm LAT), this date only; SPECIAL - All-Star Jazz Show - LIVE from NY; no of stations not available. (Preempts Armstrong Circle Theatre, this date only). § Garry Moore is host for the program, with 14 top-name jazz musicians (see page B for cast credits) playing in various groups, interpreting traditional and other jazz numbers. A similar program with Steve Allen as host was presented over the NBC net on Dec 30, 1957, by the same sponsor.
§ SPONSOR- U. S. Time Corp (Timex Watches) thru Peck Advertising Agency, Inc (NY); Acct Exec- James Ellers; Comm Anncr- John Cameron Swayze (live).
§ PKGR- Associated Booking Corp(NY); Exec Prod- Larry White; Prod & Dir- Bill Hobin; Assoc Prod & Writer- George T. Simon; Sets- Paul Barnes.

Saturday(May 3)

ABC- 10-11pm NYT & LAT; Weekly; DEBUT - Billy Graham's San Francisco Crusade - LIVE from SF; approx 54 stations live and tape. § Evangelist Billy Graham and his "musical ministry" in telecasts of his crusade meetings in the Cow Palace in San Francisco. Cliff Barrows is song leader, music and choir director; Paul Mickelson, organist; Tedd Smith, pianist, and George Beverly Shea, soloist.
§ SPONSOR- Billy Graham Evangelist Assn of Minnesota, Inc., thru Walter F. Bennett & Co(Chi); Acct Exec- Walter F. Bennett.
§ PKGR- Billy Graham Evangelist Assn; Prod- Billy Graham; Tech Dir by ABC staff San Francisco; Music Dir- Cliff Barrows.

CBS- 5:15-5:45pm NYT (2:15-2:45pm LAT), this date only; SPECIAL - Kentucky Derby - LIVE from Churchill Downs, Ky.; no. of stations not available. § Telecast of the 84th running of the $125,000-added mile-and-a-quarter Kentucky Derby, with Fred Caposella calling the race, Bryan Field doing the color and Phil Sutterfield handling the interviews.
§ SPONSOR- Gillette Safety Razor Co thru Maxon, Inc(Det); Acct Exec- Robert Gamble(NY); Commls- On Film.
§ PKGR- CBS Sports(NY); Prod- Judson Bailey.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Race of the Week; RETURN April 26; Saturdays, 4:30-5pm NYT; Weekly, LIVE from various Eastern cities, to the net. § Telecasts of 24 of the nation's major stake races originating from Eastern area tracks, thru Oct 25.
§ Sustaining (except for the Kentucky Derby, May 3; The Preakness, May 17, and the Belmont Stakes, June 7; all sponsored by Gillette Safety Razor Co.).
§ PKGR- CBS Sports(NY); Prod & Dir- Judson Bailey

OTHER NET CHANGES(More)

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CBS- Harry Reasoner With the News; DEBUT April 27; Sundays, 11:55am-12noon NYT; Weekly; LIVE from NY, to the net. (Replaces last five minutes of Camera Three, now seen 11:30-11:55am NYT). § CBS News correspondent Harry Reasoner reports the news on this new, regular five-minute program.
§ Sustaining.
§ PKGR- CBS News(NY); Prod & Dir- CBS News staff.

Playhouse 90 (Thu, 9:30-11pm NYT & LAT) Sponsorships, effective May 1: Each sponsor has one half-hour alternate weeks; Pillsbury Mills, Inc thru Leo Burnett, Inc (beginning May 1), alternating with R. J. Reynolds Tobacco Co thru William Esty Co., Inc. Bristol-Myers Co thru Batten, Barton, Durstine & Osborn, Inc., alternates with American Gas Association thru Lennen & Newell, Inc. Kimberly-Clark Corp. thru Foote, Cone & Belding alternates with Allstate Insurance Co thru Leo Burnett Co., Inc. Previous sponsor Philip Morris, Inc (Marlboro) thru Leo Burnett Co., Inc., went off after the March 27 program. Bristol-Myers Co previously had one full hour alternate weeks, ending in March. Chemstrand Corp thru Doyle Dane Bernbach sponsored one half-hour on April 10 and 17 only.

NBC- Omnibus (Alt Sun, 4-5:30pm NYT & LAT) Last show May 4.

TALENT SHOWSHEET AND SCRIPT REPORT - APRIL 28 - MAY 4

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of McGraw, Circus Boy, Maverick, Turning Point, Voice of Firestone (Kines).

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

PLAYHOUSE 90; Thursday April 24; CBS 9:30pm - ADD: Carmen Mathews, Rod Taylor, Patrick MacNee, William Traylor, Thomas Palmer, Doris Lloyd.

MAKE ME LAUGH; Thursday April 24; ABC 10pm - ADD: Xavier Cugat (M), Louis Nye (C).

LUX SHOW STARRING ROSEMARY CLOONEY; Thursday April 24; NBC 10pm - ADD: Don Adams(C).

STARS OF JAZZ; Friday April 25; ABC 8:30pm - DELETE: Billy Eckstine(S); ADD: Ruth Price(S).

Phil Silvers Show; Friday April 25; CBS 9pm - ADD: Bilko's Chinese Restaurant; with regulars & John Lee, Kaie Deei.

THE JACK PAAR SHOW; Thursday April 24; NBC 11:15pm - ADD: Betty Garrett(S), Robert Maxwell(S); Friday April 25; ADD: Gypsy Rose Lee.

CAPTAIN KANGAROO; Saturday April 26; CBS 9:30am - ADD: The Roulettes(roller skaters).

JIMMY DEAN SHOW; Saturday April 26; CBS 12Noon - ADD: June Valli(S)

DICK CLARK SHOW; Saturday April 26; ABC 7:30pm - ADD: Somethin' Smith and the Redheads(M-S), Connie Francis(S), Tony Randall(A-S), The Chordettes(S), Melvin Smith(S), Bobbie Freeman(S).

CLUB OASIS; Saturday April 26; NBC 9pm - ADD: Modernaires(S), Paul Weston & Orch.

LAMP UNTO MY FEET; Sunday April 27; CBS 10am - ADD: Odetta Sings; with Odetta.

LOOK UP AND LIVE; Sunday April 27; CBS 10:30am - ADD: The Crisis in War and Peace (Third in seven-part series Youth in Crisis);"The Witness"; (O) William M. Altman; with Joseph Warren, Richard Bright, Robert Pastene, Edward Sherin, William Cuttrell; Dir - Tim Kiley.

PAUL WINCHELL SHOW; Sunday April 27; ABC 4:30pm - ADD: Marilex Duo(Acro), Zacchini Bros(trampoline).

HANSEL AND GRETEL; Sunday April 27; NBC 6:30pm - DELETE: Paul Hartman.

ED SULLIVAN SHOW; Sunday April 27; CBS 8pm - ADD: Everly Brothers(S).

MONDAY APRIL 28

Adventures of Robin Hood	CBS 7:30pm(6:30)	The Minstrel; with regulars & Francis Matthews, Brian Haines.
Love That Jill	ABC 8pm	LAST SHOW: April 28. (Re-runs on April 21 & 28).
Burns & Allen	CBS 8pm(7)	with regulars & John Harmon, Douglas Dumbrille, John Stephenson, Ralph Clanton, Phil Tead, Judi Meredith. (SW&SD).
Restless Gun (John Payne)	NBC 8pm	The Battle of Tower Rock; with Irene Ryan, Lillian Bronson. (SW&SD).
TALENT SCOUTS	CBS 8:30pm(7:30)	Ginny Stephens(S), Bill Butler(M), Paul Roman(S).
Danny Thomas Show	CBS 9pm(8)	with regulars & Bobby Clark(child).
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Judy Kileen(S), Danny Welton(M), Jim Reeves(S).

MONDAY APRIL 28 (Cont'd)

December Bride (Spring Byington)	CBS 9:30pm(8:30)	with regulars & Elvia Allman, Cheerio Meredith, Marjorie Bennett, Leon Belasco, Steven Peck. (SW&SD).
Goodyear Theatre	NBC 9:30pm	The Giant Step; (O) Floyd Beaver; (A) Leonard Freeman; with Robert Ryan, Michael Landon, Harold Stone, Norm Alden, John Cliff, Peter Leeds, Larry Bracken, Gayle Kellogg, Robert Kino; Dir - Robert Florey.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The Edge of Truth; (O) Adrian Spies; with Paul Douglas, Scott Forbes, John Lupton, Glenda Farrell, Dolores Sutton. Dir - David Greene.
Suspicion	NBC 10pm	The Way up to Heaven; (O) Roald Dahl; (A) Marion Cockrell; with Marion Lorne, Patricia Smith, Tony Maxwell, Nancy De Carl, Sebastian Cabot; Dir - Herschel Daugherty.

TUESDAY APRIL 29

Sugarfoot (Will Hutchins)	ABC 7:30pm	Price On His Head; (O) Pamela Herbert & Leo Guild; (A) Henry Kuttner & C. L. Moore; with Pat McVey, Venetia Stevenson, Virginia Gregg, Francis J. McDonald, Dorothy Green, Karl Swenson; (SD).
Mr. Adams & Eve	CBS 8pm(7)	The Original MacDuffs; with regulars & Howard McNear, Jack Lambert, Howard Petrie; (SW&SD).
FISHER-GOBEL	NBC 8pm	with regulars & Bob Hope(C), Ethel Merman(S), Cathy Crosby(S)
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Two; with Walter Maslow, Tommy Cook, Hal Baylor, Stuart Randall, Mason Alan Dinehart; (SW&SD).
Broken Arrow (John Lupton)	ABC 9pm	Bear Trap; with Ralph Moody, Steve Ritch, House Peters, Jr., Robert Warwick, Robert Blake; (SW&SD).
RED SKELTON SHOW	CBS 9:30pm(8:30)	Appleby's Midnight Ride; with Audrey Totter(A).
Bob Cummings Show	NBC 9:30pm	Bob and Schultzy at Sea; with regulars & Don Knotts; (SW&SD).
Californians (Richard Coogan)	NBC 10pm	The Foundling; (O) Carey Wilbur; with Luis Van Rooten, Steve Wooton, Lorna Thayer, Martin Van Buren, Howard Caine, Keith Richards, Ray Kellogg, Helena Nash; Dir - Paul Guilfoyle.

WEDNESDAY APRIL 30

Wagon Train (Ward Bron, Robert Horton)	NBC 7:30pm	The Major Adams Story (Second of 2 Parts); (O) Frank Marshall; with regulars & Virginia Grey, Douglas Kennedy, Irene Windust, Herbert Lytton, Rankin Mansfield, Ted O'Shea, Bob Anderson, Sandy Sanders; Dir - Mark Stevens.
Tombstone Territory (Pat Conway)	ABC 8:30pm(9)	Doc Holliday in Durango; (O) Gene Levitt; with Gerald Mohr, Mark Tapscott, Len Hendry; (SD).
BIG RECORD (Patti Page)	CBS 8:30pm(7:30)	Ray Bolger(D-S), Freddie Martin & Orch, Pat Suzuki(S).
Father Knows Best	NBC 8:30pm	The Weaker Sex; with regulars & Carol Leigh, Oliver McGowan, Janet Parker; (SW&SD).
Millionaire (Marvin Miller)	CBS 9pm(8)	The Story of Andrew Sterling; with Ernest Truex, Jackie Loughery, Dean Harens, Sylvia Field.
KRAFT THEATRE	NBC 9pm	Fifty Grand; (O) Ernest Hemingway; (A) A. E. Hotchner; with Ralph Meeker, Ralph Dunn, Rudy Bond, Janet Ward, Fred Scollay, Henderson Forsythe, Dan Morgan, Ben Yaffee; Dir - Sidney Lumet.
ALL-STAR JAZZ SHOW	CBS 10pm	Louis Armstrong(M), Jack Teagarden(M), Jaye P. Morgan(S), Lionel Hampton(M), George Shearing(M), Gene Krupa(M), Gerry Mulligan Quartet(M), Chet Baker(M), Cozy Cole(M), Marty Napoleon(M), Henry "Red" Allen(M), Tony Parenti(M), Chubby Jackson(M), Host - Garry Moore; Writer - George Simon; Dir - Bill Hobin.

THURSDAY MAY 1
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Richard Diamond Private Detective (David Janssen)	CBS 8pm	Lost Testament; (O) Ellis Arnold Kadison; with regulars & Jocelyn Brando, Charles Victor, Francis de Sales, Gary Walberg, Burt Nelson, Walter Barnes, Norma Moore, Bartlett Robinson; Dir - Ted Post.
Real McCoys (Walter Brennan)	ABC 8:30pm	Life of the Party; with regulars & Robert Nichols, Kathleen Case, Ruth Perrott.
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Deadly Tattoo; (O) Ed McBain; (A) Oliver Crawford; with Ann Francis, Peter Graves, Henry Silva, Anna May Wong, Olive Deering; Dir - Paul Nickell.
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Joey Foreman, Peggy Taylor, Robert Vaughan, John Patrick, Parker Garvie. (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Herb Shriner(C).
PLAYHOUSE 90	CBS 9:30pm	Rumors of Evening; (O) F. W. Durkee, Jr; (A) Leslie Stevens; with Barbara Bel Geddes, John Kerr, Robert F. Simon, Pat Hitchcock, Robert Loggia; Dir - John Frankenhimer.
MAKE ME LAUGH	ABC 10pm	Joey Carter(C), Don Knotts(C), Jackie Kannon(C).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	George Gobel(C)
Jane Wyman Theatre	NBC 10:30pm	On the Brink; with Mercedes McCambridge, Richard Beymer, Barry Kelley.

FRIDAY MAY 2
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Jim Bowie (Scott Forbes)	ABC 8pm	Bowie's Baby; with Hal Torey, Lind Watkins, James Westerfield, Lorna Thayer; (SW&SD).
Trackdown (Robert Culp)	CBS 8pm(7)	The Jailbreak; (O) John McGreevey; with DeForest Kelley; (SD).
Jefferson Drum (Jeff Richards)	NBC 8pm	DELETE: (Listed for April 25) The Hanging of Joe Lavetti; ADD: The Bounty Man; (O) E. Jack Nauman; with regulars & John Larch, Martin Smith, Barbara Stuart, John Shaw; Dir - Harmon Jones. MAY 2 SHOW: Law and Order; (O) Gene Roddenberry; with regulars & R. G. Armstrong, Hal Smith, Robert Leib, Lyn Thomas, Chuck Courtney; Dir - Jerry Hopper.
STARS OF JAZZ	ABC 8:30pm(Mon 10:30pm)	Dave Pell Octet(M), Les Thompson(M).
Dick Powell's Zane Grey Theatre	CBS 8:30pm(7:30)	A Handful of Ashes; with Thomas Mitchell, June Lockhart, Gene Evans.
Frank Sinatra Show	ABC 9pm	REPEAT of 2/7/58.
Phil Silvers Show(You'll Never Get Rich)	CBS 9pm	Operations Love; with regulars & Grant Code, Phillippa Bevans, Linda Jones, Peggy Case.
M Squad (Lee Marvin)	NBC 9pm	The Healer; (O) Lawrence Menkin; with Dayton Lummis; Dir - Sidney Lanfield.
PATRICE MUNSEL SHOW	ABC 9:30pm	Buddy Hackett(C).
Schlitz Playhouse	CBS 9:30pm(8:30)	Penny Wise; (O) Peter Gurney; (A) Jean Holloway; with Vera Miles, Richard Anderson, Fay Wray, Dan Tobin, Margaret Dumont, Patti Wharton, Scat Man Crothers; Dir - Don Weis.
The Thin Man	NBC 9:30pm	The Painted Witnesses; with regulars & Rickie Layne, Pamela Duncan, Katharine Warren, Sue George, Lewis Charles, Bobby Kay.
ART FORD'S GREENWICH VILLAGE PARTY	WABD(local NY) 10pm	Don Elliot Quartet(M).
Lineup (Tom Tully, Warner Anderson)	CBS 10pm(9)	The Missing Scientist Case; with regulars & Paul Sorenson, Jean Howell, Diane Brewster, Sydney Smith; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS - APRIL 28 - MAY 4

TODAY (Dave Garroway)	NBC 7am(6)	Betsy Palmer(A) will be on entire week.
GARRY MOORE SHOW	CBS 10am(9)	4/29 - Jack Teagarden(M); 5/2 - Bernie West(C).
ART LINKLETTER HOUSE PARTY	CBS 2:30pm(1:30)	4/30 - Gloria Wood(S); 5/2 - Gino Rockford(S)
NBC MATINEE THEATRE	NBC 3pm(12Noon)	4/28 - Fall of the House of Usher; RE-RUN of 8/6/56; 4/29 - Great Big Guy; (O) Biff McGuire; 4/30 - It Came From Out of Town; (O) Robert James; 5/1 - Prosper's Old Mother; (O) Bret Harte; (A) S.S. Schweitzer; 5/2 - End of a Sentence; (O) Theodore Apstein.
MODERN ROMANCES (Bob Smith)	NBC 4:45pm(1:45)	(O) Joe Bates Smith; with Betty Buehler, Maxine Stuart, Boris Aplon, Wyley Hancock, Paul Stevens.
JACK PAAR SHOW	NBC 11:15pm	Betty Johnson(S) is guest for entire week; 4/28 - Jack Douglas, Betty Bruce(D), Barbara McNair(S); 4/29 - Cliff Arquette (C), Elsa Maxwell, Teal Joy(S), Allen Funt, Key Medford(A); 4/30 - Lew Parker(C), Betty Kean(C), Baird Puppets; 5/1 - Cliff Arquette(C), Kaye Ballard(C); 5/2 - Jack Douglas subs as m.c., Daryl Stewart(S).
	SATURDAY MAY 3	
JIMMY DEAN SHOW	CBS 12N(10:30am)	Jaye P. Morgan(S), The Morgan Brothers(S).
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	The Awakening; (O) George Lowther; with John Nappier, Ann Flood, Ed Peck, Jana Pierce.
DICK CLARK SHOW	ABC 7:30pm(9:30)	Jimmie Rodgers(S), The Champs(S), Wally Lewis(S), Ersel Hickey (S), The Heartbeats(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Case of the Fiery Fingers; (O) Laurence Marks; with regulars & Connie Cezon, Susan Dorn, Mary LaRoche, Fay Spain, Jack Gargan, Sydney Smith, Edward Norris, Charles Lane, Gilbert Frye, Robert Burton, Jean Andren, Charles Davis; Dir - Art Marks.
COUNTRY MUSIC JUBILEE	ANC 8pm(8:30)	The Wilburn Bros(S-MO.
PERRY COMO SHOW	NBC 8pm	Tennessee Ernie Ford(S-C), Eve Arden(C), Bob and Ray(C).
POLLY BERGEN SHOW	NBC 9pm	Joey Bishop(C).
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	with regulars & Whit Bissell, Lita Milan, Earle Hodgins; (SW&SD).
Gunsmoke (Jim Arness)	CBS 10pm	with regulars & Joe Kearns, Alan Dexter, Gordon Mills, Raymond Bailey; (SW&SD).
	SUNDAY MAY 4	
OMNIBUS	NBC 4pm	Bernstein on Bach; KINE REPEAT of 3/31/57.
Jack Benny Show	CBS 7:30pm	REPEAT of previous show starring Irene Dunn, Vincent Price.
No Warning!	NBC 7:30pm	Stranded; (O) Maury Geraghty; with Marsha Hunt, Walter Coy, Larry Blake, Clark Howat; Dir - Maury Geraghty.
ED SULLIVAN SHOW	CBS 8pm	Lillian Roth(S), Wayne and Shuster(C), Denise Darcel(S), Carol Haney(D), Peter Gennaro(D), Helen Gallagher(S-D), Eddie Townsend(S), The Kims(Acro), Gaston Palmer(Juggler), The Clementis (bicycle).

[illegible]

SUNDAY MAY 4 (Cont'd)

STEVE ALLEN SHOW	NBC 8pm	Jane Powell(S), Phil Harris(M-C), Count Basie(M), Teddy Wilson(M), Joey Bushkin(M), Igor and H(C).
Adventure At Scott Island	ABC 8:30pm (Barry Sullivan)	Strangers in Town; with regulars & Bill Smithers, Evan Elliott, Mike Keene; (SW&SD).
General Electric Theatre	CBS 9pm	Ah There, Beau Brimmel; (O) William Bruckner; with Hume Cronyn, Eva Gabor, Sallie Brophy, Mabel Albertson, Willard Waterman, James Waterman, Judy Bamber; Dir - James Neilson.
DINAH SHORE CHEVY SHOW	NBC 9pm	Shirley Temple(A), John Raitt(S), Kay Thompson(S), Sally Forrest (D).
Alfred Hitchcock Presents	CBS 9:30pm	The Festive Season; (O) Stanley Ellin; (A) James P. Cavanaugh; with Richard Waring, Carmen Mathews, Edmon Ryan; Dir - Arthur Hiller.
Loretta Young Show	NBC 10pm	South American Uncle; (O) K. J. McCaffrey; (A) Richard Morris; with Miss Young, Regis Toomey, Wright King, Michael Emmet, Helen Mayson, Edward Nelson, Gregory Irvin; Dir - Richard Morris.

ROSS REPORTS—TELEVISION INDEX

APRIL 30, 1958

VOLUME 10 NUMBER 18 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Gunsmoke goes back into production next week on next season's films, while other series are still waiting to hear. All the good Westerns will be around for another season and plots are expected to get more and more of the "offbeat" look, with some of the interesting guest star characterizations being used for two or more episodes, as has been done this season in Have Gun, Will Travel and Maverick, among others.... ...And in case any one hadn't noticed, the kid appeal Westerns try to tie in with historical characters for their draw, while the adult appeal series and those that bridge the age groups are based mainly on ficticious originals. Obviously, it's possible to put more psychological motivation into the stories about a character that has no link with a viewer's memory of the reading matter or movies of his youth. .....Despite the deep bite in auto production this year, the manufacturers are not cutting overall sponsorships for next season, although individual car lines may have their budgets moved. The Ford Division has taken over Ford's Edsel sponsorship of Wagon Train for next year. Although Chrysler's plans are up in the air except for its Dodge Division, program commitments are expected to remain at about the same level for next season, with only De Soto apparently on an orphan budget. GM's auto division pattern is fairly well set with Chevrolet renewing its current stars, Dinah Shore on NBC and Pat Boone on ABC for next season. Oldsmobile is holding with Patti Page, moving her to ABC. Buick has renewed its alternate week for Tales of Wells Fargo on NBC and has bought eight Bob Hope Shows (at a cost of $2,250,000 for production and talent). GM's big question is whether to stay in TV for its automotive accessory and supply divisions, currently a major sponsor of Wide Wide World; a decision that will also affect Pontiac plans. Going back to Ford Motor, other current programs are expected to remain as is for Ford and Mercury, with Edsel on a reduced budget, either sharing time with one of the other divisions, or picking up an alternate week spot on someone else's program.

Lever Brothers and Speidel Corp will share the sponsorship of NBC's nighttime The Price Is Right next season. Speidel's share is a renewal of its current season sponsorship. The program, now seen Mondays, 7:30-8pm NYT, will move on June 26 into the Thursday, 10-10:30pm NYT & LAT slot now occupied by The Lux Show Starring Rosemary Clooney. On Sept 24, The Price Is Right will move to Wednesday, 8:30-9pm NYT. Lever, with the Toni Co., will then move Groucho Marx - You Bet Your Life from its longtime Thursday, 8-8:30pm spot, to the 10-10:30pm time period, same day. The Lever sponsorship of The Price Is Right is effective Oct 1.....Prudential Insurance Co thru Reach, McClinton & Co., has renewed for The Twentieth Century series over CBS, with Air Power, starting May 18, filling the Sunday, 6:30-7pm time during the summer, also for Prudential. The insurance company, the only consistent TV advertiser in its field, has had all or part of the time spot since 1953 when it was an alternate sponsor of You Are There, forerunner of the similar series presented in the time since.

 (MORE)

ROSS REPORTS—TELEVISION INDEX. Service Subscription Rates: $125 per year (or $33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

CBS, first with a regular hour-and-a-half weekly drama, seems to be ready to burst into a new programming spectrum with regular two-hour special spectaculars during next season. First was the buy of "Wonderful Town," and now the purchase of the TV rights to Hemingway's "For Whom the Bell Tolls," to be produced by Fred Coe, with A. E. Hotchner doing the adaptation. Although each will be given very special promotion treatment, future similar buys for extra-long programs will depend on sponsor reaction. After all, four to six programs of a length or a type now constitute regular programming in the special patterns built by both NBC and CBS....."Wonderful Town" is scheduled for next November, with Joseph Fields and Robert Fryer as co-producers of the Rosalind Russell starrer. The Westclox Division of General Time Corp thru BBDO will sponsor one hour of the program.

Ralph Smart, the English producer-director-writer, who filled one or more of those posts for The Adventures of Robin Hood and The Adventures of Sir Lancelot, has moved on to another legendary hero, to film The Adventures of William Tell on location in Europe. NTA and Incorporated Television Programme Co., Ltd., are producing the series, with Smart as producer, for national and regional sponsorship in the fall. Too bad the theme music is already being used by another hero.....Hal Roach has been screening pilots from a package of nine his studio has prepared for next season for the approval of New York agency people. (No matter how many execs go to the coast, sooner or later the pilots come to New York for the general okay; or to remind the people who may have missed seeing them in the crush on the coast). Roach said that $435,000 has been invested in TV properties in producing the nine pilots now available. The Roach pilots: Cindy, starring Evelyn Rudie and Margaret Hamilton; The Veil, with Boris Karloff as star and host; The Tall Man, starring Michael Rennie; Mann of Action, starring John Ireland; McGarry and Me, co-starring Virginia Mayo and Michael O'Shea; Battles of the Century, narrated by Bob Considine; Landmark, a dramatic anthology on U. S. landmarks; The Fabulous Oliver Chantry, starring George Sanders, and The Joe DiMaggio Show, dramatizations of true sports stories. .....While series are being offered to network sponsors at prices ranging from $30,000 to over $45,000 per half-hour film, this week in Los Angeles, Milton A. Gordon, president of Television Programs of America, was telling a TV Film Panel session of the NAB convention that one average half hour TV film produced for a syndicated series now costs $27,625 for the "negative" alone. Then one must add print costs, advertising, sales, overhead, bank interest and other fixed charges necessary to get the film on a home screen. Mr. Gordon explained that because of the constant rise in costs distrbutors must sell almost all of the 100 top markets in the country or lose money on their new films.

While NBC President Robert W. Sarnoff was introducing the net's new Tape Central in Burbank to a group of TV writers and editors, he mentioned that NBC exec and technical groups are studying future tape uses: "Can we, for example, tape highlights of various memorable winter programs and rebroadcast them in omnibus fashion during the traditional months of program repeats? Can we ultimately, through tape, operate a national network with fewer studios...?" At the same time, in Cleveland, KYW-TV had joined other pioneering stations in putting its new Videotape Recorder into operation. The station said that the new equipment will be put to use immediately to tape its science and engineering series, Breakthrough, seen on alternate Sundays. This will now enable the actors and technicians to rehearse and perfect the show on Saturdays. Other local shows will be taped in the future, the station said, where this will facilitate better production and permit additional live shows. Thus part of the picture of television of the future.

ROSS REPORTS—TELEVISION INDEX

MAY 5-11, 1958

VOLUME 10 NUMBER 19

EDITOR: Jerry Leichter

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—WEEKLY REPORT—

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MAY 5 1958

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(May 5)

ABC- 7:30-8:30pm NYT & LAT, this date only; SPECIAL - Report Card 1958 - LIVE & FILM from NY; to the net. (Preempts American Odyssey, 7:30-8pm and is in the time for Love That Jill, last show April 28, 8-8:30pm). § Special documentary on new experimental directions in public school education in six communities across the U. S., discussed by a panel of newsmen using film clips made on the scene. John Daly is narrator, with ABC Newsmen Quincy Howe, John Secondari, Edward P. Morgan, Robert Fleming and Don Goddard.

§ Sustaining.

§ PKGR- ABC News(NY); Prod- Mary Laing; Live Dir- Marshall Diskin; Film Dir- Robert Northshield.

Tuesday(May 6)

CBS- 10:30-11pm NYT (11-11:30pm LAT), this date only; SPECIAL - President Eisen- Address at National GOP Dinner - LIVE from Washington; to the net. § An address by President Eisenhower at a dinner given by the Republican National Committee in honor of the Republican members of Congress at the Willard Hotel.

§ Sustaining.

§ PKGR & Prod- CBS Public Affairs (Wash).

Wednesday(May 7)

ABC- 9:30-10pm NYT, Weekly; RETURN - Scotland Yard - FILM; to the net. (Replaces The Betty White Show; last show April 30). § Re-runs of the series previously seen over the network from Nov 17, 1957 thru March 30, 1958.

§ Sustaining.

§ PKGR & Film Prod- Anglo Amalgamated Film Distributors, Ltd., England; Prod- Alec Snowden; Dirs- Various; Writers- Various.

Sunday(May 11)

NBC- 3-4pm NYT (12noon-1pm LAT); this date only; SPECIAL - The Big Issue - LIVE from Washington; to the net. (Preempts Youth Wants to Know, 3-3:30pm, and Look Here, 3:30-4pm). Debate and discussion, moderated by Lawrence Spivak, "For and Against the President's Reciprocal Trade Program; with the first half-hour devoted to the discussions pro and con, with two prominent speakers taking each side, and the second half-hour devoted to questioning of the four debaters by three Washington newsmen. This program is the second in a special series of three programs with the same overall title. The first was presented on Sept 10, 1957. The third will be presented on June 1.

§ Sustaining.

§ PKGR- NBC Public Affairs, with Lawrence Spivak; Prod- Lawrence Spivak.

THIS WEEK(More)

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THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Du Pont Show of the Month (10 times during the season, various times, 90 minutes each) May 9, Friday, 9:30-11pm NYT (8:30-10pm LAT), "Wuthering Heights," adapted by James Costigan from the Emily Bronte novel, starring Richard Burton and Yvonne Furneaux (see page C for other cast credits). § Pkgr- Talent Associates, Ltd(NY); Prod- David Susskind; Dir- Daniel Petrie. § LIVE from NY.

NBC- Shirley Temple's Storybook (Approx once every two or three weeks, various evenings) May 8, Thursday, 7:30-8:30pm NYT & LAT; FILM, "Rip Van Winkle," starring E. G. Marshall and Leora Dana (see page B for other cast credits). § Pkgr & Film Prod- Henry Jaffe Enterprises, Inc., in assoc with Screen Gems, Inc(LA).

OTHER NETWORK CHANGES & ADDITIONS

CBS- Kentucky Derby Preview; SPECIAL May 3; Saturday, 5-5:15pm NYT (2-2:15pm LAT); this date only, LIVE from Churchill Downs, Ky.,; no. of stations not available.
§ Bud Palmer is host, interviewing the nation's top sports writers before the running of the Kentucky Derby.
§ SPONSOR- Brown & Williamson Tobacco Corp (Viceroy Cigarettes) thru Ted Bates & Co., Inc(NY); Acct Exec- David Lumas.
§ PKGR- CBS Sports(NY); Prod- Judson Bailey.

Concept; SPECIAL May 4; Sunday, 2:30-4:30pm NYT, this date only; LIVE from NY; to the net. § The first of a new series of programs to be presented irregularly, devoted to the concept of freedom. The first program will develop the meaning of freedom through a variety of techniques: exposition, discussion, debate, interview and roundtable examination; utilizing the services of a variety of experts in philosophy, law, economics, etc. Dr. Charles Frankel, associate professor of philosophy at Columbia University is host.
§ Sustaining.
§ PKGR- Metropolitan Educational Television Assn with WCBS-TV; Prod- Richard D. Heffner(META); Dir- Frank Jacobi(META).

Class of '58; SPECIAL May 4; Sunday, 5-6pm NYT, this date only; FILM. § Reshowing of the filmed report prepared by CBS on the problems facing the nation's high school seniors. The program was originally televised over the CBS net as part of The Twentieth Century series on March 23.
§ Sustaining.
§ PKGR- CBS Public Affairs(NY); Prod- Stephen Fleischman; Assoc Prod & Writer- Elliott Baker; Dir- Henwar Rodakiewicz.

NBC- Adventures of McGraw (Tue, 9-9:30pm NYT & LAT) Re-runs of previous programs started April 29 and will continue thru June 10, with new episodes scheduled for June 17 and 24.

The Jack Paar Show (Mon thru Fri, 11:15pm-1am NYT; 11:15pm-12:30am LAT) Jack Paar begins a one-month vacation after the May 1 program. Jack Douglas is the sub m.c. for May 2; Jonathan Winters is sub m.c. for the two weeks, May 5 thru May 16; Orson Bean is the sub m.c. for the week of May 19; with Johnny Carson as the sub m.c. for the week of May 26.

TALENT SHOWSHEET AND SCRIPT REPORT - MAY 5- - MAY 11

Multiple and across-the board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of McGraw, Circus Boy, Maverick, Turning Point, Voice of Firestone (Kines), Scotland Yard.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

BETTY WHITE SHOW; Wednesday, April 30; ABC 9:30pm - ADD: Vacations; with Jimmy Boyd, Reta Shaw, Frank Nelson, The Modernaires(S). LAST SHOW.

PLAYHOUSE 90; Thursday, May 1; CBS 9:30pm - ADD: Ron Soble, Mimi Gibson, The Kingston Trio.

MAKE ME LAUGH; Thursday, May 1; ABC 10pm - ADD: Sir Cedric Hardwicke(A).

Jane Wyman Theatre; Thursday, May 1; NBC 10:30pm - DELETE: On the Brink; ADD: Married to a Stranger; RE-RUN of 3/5/57.

STARS OF JAZZ; Friday, May 2; ABC 8:30pm - ADD: Peggy King(S).

THE JACK PAAR SHOW; NBC 11:15pm; Thursday, May 1 - ADD: Carol Lawrence(S), Richard Hugh(Jujitsu); Friday, May 2 - ADD: Joan Blondell(A), Stubby Kaye(S), Betty Bruce(D).

DICK CLARK SHOW; Saturday, May 3; ABC 7:30pm - DELETE: The Heartbeats(S); ADD: Valerie Carr(S).

LAWRENCE WELK SHOW; Saturday, May 3; ABC 9pm - ADD: Pat Lennon(child).

LOOK UP AND LIVE; Sunday May 4; CBS 10:30am - ADD: The Crisis in Avocation and Vocation (Fourth in seven-part series Youth in Crisis); "Time of Decision"; (O) Craig Gilberg; with John Stewart, William Post, Jr, Ruth Yorke, Nancy Malone, Frank Schofield, Doug Rogers.

CAMERA THREE; Sunday May 4; CBS 11:30am - ADD: Sacco-Vanzette Case (First of two parts) (O) Clair Roskam; with Ruben Singer, Athan Karas, Leo Penn, Geoffrey Lumb, Arthur Hill, Lester Rawlins; Dir - Clay Yurdin.

FRONTIERS OF FAITH; (Catholic); Sunday, May 4; NBC 1:30pm - ADD: The Victory of Father Karl; (O) Otto Pies, S.J.; (A) A. J. Palmerio; with Thomas A. Carlin, Max Adrian, Martin Brandt, Andrew Anthony, John Richards.

PAUL WINCHELL SHOW; Sunday, May 4; ABC 4:30pm - ADD: Peyton & Raye(acro), Cal Claude(juggler).

ED SULLIVAN SHOW; CBS 8pm; Sundays; April 27 - ADD: Teresa Brewer(S); May 4 - ADD: David Seville(S), The Chordettes(S), Amru Sani(S).

MONDAY MAY 5

Adventure of Robin Hood	CBS 7:30pm(6:30)	The Doctor; with regulars & Henry Vidon, John Harvey, Noel Davis, Paul Eddington.
Burns & Allen	CBS 8pm(7)	with regulars & Roxanne Berard, Lyle Talbot, Gil Garfield, Pat Murtagh, Joby Baker, Nicky Blair. (SW&SD).
TALENT SCOUTS	CBS 8:30pm(7:30)	Peter Appleyard(M), Darryl Stewart(S), Peggy Alderman(S).
Tales of Wells Fargo (Dale Robertson)	NBC 8:30pm	The Scapegoat; with Bruce Bennett.
Danny Thomas Show	CBS 9pm(8)	with regulars & Denise Alexander, James Seay, Amzie Strickland, Eddie Ryder, Joey Foreman, Tom Jacobs.
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Pete Fountain(M), Brenda Kay(S).
Alcoa Theatre	NBC 9:30pm	Most Likely to Succeed; (O) Bob Barbas; with Jack Lemmon, Howard Petrie, King Donovan, June Dayton, John Damler, James Turley, Wally Richards, Fred Sherman.

MONDAY MAY 5 (Cont'd)

STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The McTaggart Succession; (O) John McGreevey; with Dennis Day, William Gargan, Jim Backus, Hope Emerson, Anne Helm, Gary Vinson, Dir - Ted Post.
SUSPICION	NBC 10pm	The Woman with Red Hair; (O) Paul Roberts; with Dennis O'Keefe, Roddy McDowall, Marian Seldes; Dir - William A. Graham.

TUESDAY MAY 6

Cheyenne (Clint Walker)	ABC 7:30pm	Standoff; with Rodolfo Acosta, H. M. Wynant, Joy Page, Richard Garland.
Mr. Adams & Eve	CBS 8pm (7)	The Ghosts of Consolidated; with regulars & Bridget Duff, Damian O'Flynn, Barbara Heller. (SW&SD).
GOBEL-FISHER	NBC 8pm	with regulars & Hermione Gingold(C), Salvatore Baccaloni(S), Tom D'Andrea(A), King Sisters(S).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Doc Holliday Rewrites History; with Myron Healey. (SW&SD).
Broken Arrow (John Lupton)	ABC 9pm	Old Enemy; with Marya Stevens, Paul Dubov, George Sawaya, Lane Bradford. (SW&SD).
RED SKELTON SHOW	CBS 9:30pm(8:30)	San Fernando's Singing Sensation; with Mona Freeman(A), Randy Sparks(S).
Bob Cummings Show	NBC 9:30pm	Grandpa Attends the Convention; with regulars & Nancy Kulp, Ingrid Goude.
Californians (Richard Coogan)	NBC 10pm	Second Trial; (O)Harold Swanton; with Sean McClory, Mason Curry, James Bronte, Jean Ruth Maxey, Vici Raaf, Celia Lovsky; Dir - Paul Guilfoyle.

WEDNESDAY MAY 7

Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Charles Maury Story; (O) Robert Yale Libott; with regulars & Wanda Hendrix, Charles Drake, Frieda Inescort, Frank McGrath, Terry Wilson, George Keymas, House Peters Jr, Steve Rowland, Suzette Harbin, Orville Sherman; Dir - Allen Miner.
Tombstone Territory (Pat Conaway)	ABC 8:30pm(9)	Triangle of Death; (O) Paul Savage; with Cathy Downs, Peter Hansen, Bart Robinson, Paul Cavanaugh, Ken Christy, Robert Swan, Ed Nelson; Dir - Henry Kesler.
BIG RECORD (Patti Page)	CBS 8:30pm(7:30)	Bob Hope(C), Frankie Vaughan(S), Carmen Cavallero(M).
Father Knows Best	NBC 8:30pm	RE-RUN of 5/2/56 - Hero Father.
Millionaire (Marvin Miller)	CBS 9pm(8)	The Story of Wally Bannister; with Skip Homeier, Jacqueline Mayo, Jeanne Carmen, Lili Valenti, Mark Roberts, Freeman Lusk, John Alvin, Owen Cunningham.
KRAFT THEATRE	NBC 9pm	The Outcasts of Poker Flat; (O) Bret Harte; (A) Phil Reisman, Jr. with George C. Scott, Larry Hagman, Barbara Lord, Ruth White, Lane Bradbury, Burton Mallory; Dir - Paul Stanley.
U.S. STEEL	CBS 10pm(9)	A Man in Hiding; (O) Leonard Moran; with William Shatner, Michael Higghin, Nicholas Pryor, John Sutton, Ian Wolfe, Frances Fuller, Joseph Sweeney, Grania O'Malley, T. J. Kelly, Phillip Kenneally, Adna Karns, William Beckley, Walter Burke, Susan Reed; Dir - Marshall Jamison.

THURSDAY MAY 8

Shirley Temple's Storybook	NBC 7:30pm	Rip Van Winkle; (O) Washington Irving; (A) Noel Langley; with E. G. Marshall, Leora Dana, Beverly Washburn, Ralph Dumke, Charles,Davis, Fred Sherman, Paul Brinegar, Billy Barty, Terence DeMarney, Owen McGiveney, Claire Carleton, Karen Cooperman, Karen Sue Trent; Dir - Harry Horner.

THURSDAY MAY 8 (Cont'd)

Zorro (Guy Williams)	ABC 8pm	The Man With The Whip; with regulars & Steve Stevens, Kent Taylor, Myrna Fahey.
Richard Diamond Private Detective	CBS 8pm	The Percentage Takers; with Damian O'Flynn, Dick Reeves, Harry Harvey, Sr, Mark Platt, Gloria Winters, Jack Cassidy, Gil Perkins, John Indrisano, Joyce Compton, Laurie Anders, Caroline Richter.
Real McCoys (Walter Brennan)	ABC 8:30pm	Three Is a Crowd; with regulars & Andy Clyde, Marjorie Bennett, Amanda Comstock, Tony Martinez.
CLIMAX! (Bill Lundigan)	CBS 8:30pm	The Big Success; (O)Ian Gordon; (A) John McGreevey; with Ed Begley, Scott Brady, Marilyn Erskine, Richard Garland, Jonathan Harris; Dir - Buzz Kulik.
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Florence Marly, Robert Boon, Julie Bennett, Myron Cook, Victoria Risk. (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Tony Bennett(S), Johnny Puleo & his Harmonica Gang.
PLAYHOUSE 90	CBS 9:30pm	Not the Glory; (O) Pierre Boulle; (A) David Shaw; with James Mason, Ann Todd, Dennis King, Walter Fitzgerald, Willard Sage; Dir - Robert Mulligan.
FORD SHOW	NBC 9:30pm	Jose Ferrer(A). (From New York City).
MAKE ME LAUGH	ABC 10pm	Orson Bean(C), Morey Amsterdam(C), Louis Nye(C), Dennis Day(S).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Guy Mitchell(S), Stan Freberg(C).
Jane Wyman Theatre	NBC 10:30pm	The Last Test; with Gary Merrill, Tom Pittman, Marian Seldes, Stanley Adams, K. L. Smith.

FRIDAY MAY 9

Adventures of Rin Tin Tin	ABC 7:30pm	Stagecoach Sally; with regulars & John Wilder, Ellen Corby.
Jim Bowie (Scott Forbes)	ABC 8pm	The Cave; with Maureen Cassidy, John Compton, Ed Prentiss, Ruby Goodwin. (SW&SD).
Trackdown (Robert Culp)	CBS 8pm(7)	The End of the World; with Larry Dobkin.
Jefferson Drum (Jeff Richards)	NBC 8pm	The Hanging of Joe Lavetti; (O) E. Jack Neuman; with regulars & Virginia Gregg, Hal Smith, Harry Lauter, Russell Thorson, Richard Reeves, Gregg Barton, Jan Arvan; Dir - Jerry Hopper.
STARS OF JAZZ	ABC 8:30pm(Mon 10:30pm)	Mel Torme(S), Charlie Barnet & Orch.
Dick Powell's Zane Grey Theatre	CBS 8:30pm(7:30)	Black Creek Encounter; RE-RUN of 3/8/57.
Frank Sinatra Show	ABC 9pm	Ella Fitzgerald (S).
Phil Silvers Show (You'll Never Get Rich)	CBS 9pm	Bilko's TV Pilot; with regulars & Wyn Pearce, Alexander Scourby, John Graham, Jane Dulo.
PATRICE MUNSEL SHOW	ABC 9:30pm	Richard Haydn(C), Kaye Ballard(C).
DU PONT SHOW OF THE MONTH	CBS 9:30pm	Wuthering Heights; (O)Emily Bronte; (A)James Costigan; with Richard Burton, Denholm Elliott, Barry Jones, Yvonne Furneaux, Cathleen Nesbitt, Robert Flemyng, Bernard Miles, Michel Ray, John Colicos, Patty Duke, Angela Thornton, Clarence Derwent, Noel Leslie, Mark Hykin, Keith Harrington; Dir - Daniel Petrie.
The Thin Man	NBC 9:30pm	The Saucer People; with regulars & Sam Gilman, Paul Wexler, Christine White, Milton Frome, Robert Brubaker, Theodore Marcuse.

MULTIPLE & ACROSS-THE-BOARD SHOWS - MAY 5 - MAY 11

GARRY MOORE SHOW	CBS 10am(9)	5/8 - Charlotte Rae(C); 5/9 - Varel & Vailly avec Les Chanteurs de Paris(S).
NBC MATINEE THEATRE	NBC 3pm(12 Noon)	5/5 - Elementals, RE-RUN of 10/31/57; 5/6 - Top Platter; (O) Warner Law; 5/7 - The Guest of Quesnay; (O) Booth Tarkington; (A) Robert Esson; 5/8 - Good Housekeeping; (O) William McCleery; 5/9 - Angel Street; (O) Patrick Hamilton; (A) Walter Grauman.
MODERN ROMANCES (Dianna Barrymore)	NBC 4:45pm(1:45)	(O) William Kendall Clarke; with Wayne Morris, Millette Alexander, Frank Overton, Arny Freeman.
JACK PAAR SHOW	NBC 11:15pm	Jonathan Winters subs as m.c. from 5/5 - 5/16. Pat Suzuki(S) is guest for entire week. 5/5 - Kajar the Magician, Dagmar(C), Pat McCormick(C), Johnny Mhyers(C); 5/6 - Baird Puppets, Dave Gardner(C), Lillian Briggs(S), Dan Duryea(A), Homer & Jethro(V-S); 5/7 - Billy DeWolfe(C), Nita Naldi(A), Charlie Manna(C); 5/8 - Pat Bright(C), Johnny Mhyers(C), Jim Moran; 5/9 - David Wayne (A-S), Billy DeWolfe(C), Will Jordon(C).
	SATURDAY MAY 10	
JIMMY DEAN SHOW	CBS 12N(10:30am)	Mel Torme(S).
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	The Cats; (O)George Lowther; with George L. Smith, James Congdon, Jan Miner.
DICK CLARK SHOW	ABC 7:30pm(9:30)	Pat Suzuki(S), Dickie Doo & the Don'ts(S), Link Wray(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Case of the Substitute Face; (O) Francis Cockrell; with regulars & Theodore Newton, Maureen Cassidy, Lorene Tuttle, Ralph Dumke, Donald Lawton, Joan Tabor, Gavin Gordon, Noel Drayton, Frank Wilcox, Maurice Wells, Stanley Farrar, William Quinn, Bobbie Collentine; Dir - William Russell.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Ernest Tubb(S), Louvin Brothers(S-M).
PERRY COMO SHOW	NBC 8pm	Johnny Mathis(S), Rowan & Martin(C), Rusty Hamer(A), Sherry Jackson(A).
CLUB OASIS	NBC 9pm	Martha Raye(C-S), Stan Freberg(C), Three Novelties(M).
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	with regulars & Paul Jasmin, Jacqueline Mayo, Warren Oates, Kevin Hagen, Parker Fennelly. (SW&SD).
Gunsmoke (Jim Arness)	CBS 10pm	with regulars & Katharine Bard, Marshall Thompson, Ken Mayer
	SUNDAY MAY 11	
Bachelor Father (John Forsythe)	CBS 7:30pm	Uncle Bentley's Prospective Son-In-Law; (O) Nate Monaster & Arthur Alsberg; with regulars & Jimmy Boyd, William Tregoe, Tony Epper, Alice Backes, Darah Marshall, Bernette Withers, Pamela Beaird, Kitty Muldoon, Dan Evans, Carole Wells; Dir - John Newland.
No Warning!	NBC 7:30pm	Patrol; (O) Leonard Heideman; with Richard Bakalyan, Mark Damon, Chris Alcaide, Richard Bull, Dean Stanton.
ED SULLIVAN SHOW	CBS 8pm	Tony Martin(S), Wayne & Shuster(C), Al Hibbler(S), Dick Contino (M), George Givot(C), Art & Dottie Todd(S), Trio Rayros(Tumblers).
STEVE ALLEN SHOW	NBC 8pm	Rosemary Clooney(S), Rory Calhoun(A), Lionel Hampton(M).
Adventure At Scott Island (Barry Sullivan	ABC 8:30pm	The Captain's Gun; with regulars & Frank Tweddell, Larry Hagman, Barbara Bain, Frances Fuller; Dir - Leon Benson.

SUNDAY MAY 11 (Cont'd)

General Electric Theatre	CBS 9pm	(O) Joan Sanders; (A) Kathleen Hite; with Guy Madison, Diane Brewster, Rhys Williams, Ainslie Pryor, Barney Phillips, Richard Hale, Stanley Jones, Shary Layne, Gil Rankin; Dir - Jules Bricken.
DINAH SHORE CHEVY SHOW	NBC 9pm	Julius LaRosa(S), Nanette Fabray(S), Gisele MacKenzie(S).
Alfred Hitchcock Presents	CBS 9:30pm	Listen, Listen..!; (O) R. E. Kendell; (A) Bernard C. Schoenfeld; with Edgar Stehli; Dir - Don Taylor.
Loretta Young Show	NBC 10pm	Strange Adventure; (O) Pauline Stone; with Miss Young, Paul Picerni, Elvira Curci, Candy Candido, Mario Siletti, Charles Seel, Geraldine Hall; Dir - Richard Morris.

ROSS REPORTS—TELEVISION INDEX

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EDITOR: Jerry Leichter

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—MID-WEEK SPECIAL

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NEWS - COMMENT - POSSIBILITIES

NBC took over the East to West run last year with Wagon Train, so this year CBS will be coming in with a South to North run via Rawhide. The CBS Western, to be seen Mondays, 7:30-8:30pm NYT (6:30-7:30pm LAT), starting in the fall, will have a storyline based on the Texas trail drives when ranchers pooled cattle and cowhands under top trail bosses and brought the cattle up the trail to Abilene to the railhead. CBS describes the backgrounds of the weekly episodes this way: "Storms, drought, raging rivers that threatened to engulf them and their herds, Comanches, Comancheros and Kiowas were some of the forces with which they had to contend. These trials produced men of tremendous strength and individuality. It is their story we will be telling in Rawhide, set against the background of the great plains and the wild and riotous trail towns and the people who populated them." Starring as regulars in the series will be Eric Fleming as Gil Favor and Clint Eastwood as Rowdy Yates, with Sheb Wooley as Pete Nolan. Paul Richards will appear occasionally as Brazos. The series will be produced by Charles Marquis Warren, who will also direct many episodes. Some of the other directors slated to handle the full-hour episodes are Ted Post, Richard Whorf, Andrew V. McLaglen, Lamont Johnson, William Russell, Don McDougall, Buzz Kulik, David Swift and Franklin Adreon. None of the writers has been announced, but CBS emphasized that, as with the directors, the network is proud of its Gunsmoke and Have Gun, Will Travel series heritage, so writers will be the ones who have demonstrated their ability "to create mature Western drama."

The CBS announcement for Rawhide, taking over the time habitually occupied by The George Burns and Gracie Allen Show, indicates that Gracie Allen's retirement has killed that program for good.....The Kaiser-ABC announcement on the renewal of Maverick with a station lineup to be raised from the current 91 to at least 115 for next season made no mention of the talk that Kaiser wants to cut back to alternate week sponsorship to put money into another program. The upped number of stations would make the deal more attractive to a new sponsor for the alternate week..... NBC, as with the other nets, rationing its announcements of fall sponsor commitments, confirmed that Procter & Gamble has renewed The Loretta Young Show for 52 weeks, effective July 6.....Campbell Soups has bought half of the new Donna Reed Show to start over ABC on Wednesdays, 9-9:30pm NYT, in the fall. The Screen Gems package moves into the spot vacated by the Adventures of Ozzie and Harriet, which will move up a half-hour to 8:30-9pm, in place of Tombstone Territory, being moved by sponsor Bristol-Myers to NBC, Mondays, 9-9:30pm, also in the fall.....Screen Gems also clicked with NBC for Man of Tallahassee, a one-hour Florida adventure-law and order series, slated for the Saturday, 9:30-10:30pm spot.....There'll be a lot more split sponsorships on the nets next year, with the group of one-hour film shows up for sale. NBC also has Cimarron City on the books, probably in the Tuesday, 7:30-8:30pm slot. .....Add all the sponsor shifts to the number of new programs set for premieres and one can be certain that the net television picture for the fall will be "all shook up."

 (MORE)

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The blush of Hollywood was contained in the reams of quotes, flat statements and other garbage published in the trades in that city last week, just a couple of days before NBC announced that Milton Berle would be returning to the air on a regular basis in his own half-hour comedy-variety show, Wednesdays, 9-9:30pm NYT, sponsored by Kraft Foods. Whether it was a pressure play by Berle, or just the act of a publicity-wise showman, the rumors of the Kraft buy were answered by trade writers that Berle had said that he would never return to a weekly program, he was only interested in alternate week shows, he only wanted to produce, he was too happy in the night clubs to ever return to the grind of TV, etc. Some of the statements were supposedly generated at parties and night club outings participated in by Berle.....
...The Westinghouse TV-promotion package deal for the Desilu Playhouse to replace Studio One in Hollywood in the fall is not only a tremendous jump in TV expenditures for Westinghouse, but alternately it insures the financial success of the Desilu buy-out of the RKO production studios, now Desilu-Gower and Desilu-Culver. The 48-program series will include five new Desi-Lucy shows similar to this season's Ford-sponsored shows, plus two repeats from the Ford series; and 37 other original one-hour programs of various types with Desi Arnaz as host, plus four repeats. Miss Ball will also appear in some of the additional programs. The programs will be produced at all three Desilu lots, including Motion Picture Center where the success story began in 1951.

As an afterthought, NBC has announced that "the oldest live dramatic show on television" now has a new name -- Kraft Theatre. It seems that they dropped "Television" out of the middle of the 11-year-old former title when Talent Associates took over the production reins on April 16.....Starting in the fall, the "oldest" one-hour live dramatic show remaining on TV will be The U. S. Steel Hour, which began over the ABC net on Oct 27, 1953.....Garry Moore is taking his vacation a week earlier than originally announced, leaving his daytime show after May 16. He will return six weeks later for the final broadcast on June 27.....Dick and the Duchess, which didn't make the grade during the regular season, is fouling out on its CBS re-run, being replaced by The Boing-Boing Show on May 23, Fridays, 7:30-8pm NYT. The UPA cartoon character m.c., Gerald McBoing-Boing, was previously seen over the CBS net, starting Dec 16, 1956, but the series didn't last into the summer.....Walt Framer has acquired the rights to Can You Top This? and will offer it for TV with a new format, but with the old m.c., Peter Donald, and Harry Hershfield and Senator Ford as panelists, as in the old days. The third spot on the panel would have a different guest comedian each week.....Noah's Ark re-runs return to NBC for the summer in the Sunday, 7-7:30pm NYT spot, starting June 1, replacing My Friend Flicka. The Jack Webb-produced series had an unsuccessful season during 1956-57 over NBC.....
...Circus Boy re-runs return to the NBC net starting next October in a Saturday morning spot, 11:30am-12noon NYT, sponsored on alternate weeks by Mars, Inc., currently sponsoring the series on the same basis over ABC, Thursdays, 7:30-8pm NYT. Mars will also sponsor an alternate week quarter-hour of NBC's Ruff and Reddy, Saturdays, 10:30-11am NYT. Both shows are Screen Gems packages.

Writers are becoming increasingly bitter about the stupidities of multiple-censorship problems in TV writing, with Rod Serling as the leading spokesman against the alarming trend to "safe" insipidity in today's TV. An odd part of the censorship pattern, pointed up only in scattered instances, is that while straight dramatic programs are seemingly being choked, the Westerns in their urge to be different and "mature" are turning to basic plot points on the air that would be squelched if proposed for a modern-day story. For instance: a man who gives up a marriage to return to an indefinite future happiness with the town prostitute. Or: rape, mayhem, sympathetic treatment of racial themes, miscegenation and other plot points now barred in modern clothes dramas. This is not to say that Westerns should not be mature in their treatment of the verities of life, but why should a difference of 70 to 100 years in the time-settings make such a difference in allowable story lines? TV writers want to know why the medium should retrogress while newspapers and magazines become more liberal in their treatment of today's facts of life.

ROSS REPORTS—TELEVISION INDEX

MAY 12-18, 1958

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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(May 12)

ABC- 8-8:30pm NYT & LAT, Weekly thru June 9; DEBUT - Campaign Roundup - LIVE & FILM from various cities; to the net. § A running analysis of the developing Congressional and gubernatorial election campaigns with reports from six ABC commentators in the field, moderated by Quincy Howe.
§ Sustaining.
§ PKGR & Prod- ABC News & Public Affairs(NY); Dir- Marshall Diskin.

Tuesday(May 13)

CBS- 10-11pm NYT (9-10pm LAT), this date only; SPECIAL - Phil Silvers on Broadway - LIVE from NY; no. of stations not available. (Preempts The $64,000 Question, 10-10:30pm NYT). § Phil Silvers stars in a special music and comedy revue (see page B for cast credits).
§ SPONSOR- Pontiac Motor Div, General Motors Corp, thru MacManus, John & Adams, Inc(Det).
§ PKGR- MCA-TV with CBS-TV(NY); Prod- Allan Sherman; Assoc Prod- Barbara R. Olsan; Dir- Bill Hobin; Assoc Dir- Mack Bing; Music Dir- Hal Hastings; Sets- Bob Markell; Costumes- Leslie Renfield; Choreog- June Taylor; Writers- Will Glickman, Joe Stein, Allan Sherman; Orchestrations- Ralph Burns.

Saturday(May 17)

CBS- 5:30-6pm NYT (2:30-3pm LAT), this date only; SPECIAL - The Preakness - LIVE from Baltimore, Md.; no. of stations not available. § Telecast of the 82nd running of $100,000-added The Preakness, second of racing's "Triple Crown" races (see page 35), at Pimlico Race Track, Maryland, with Fred Capossela calling the race, Bryan Field doing the color and Chris Schenkel handling interviews.
§ SPONSOR- Gillette Safety Razor Co thru Maxon, Inc(Det).
§ PKGR- CBS Sports(NY); Prod & Dir- Judson Bailey.

Sunday(May 18)

CBS- 6:30-7pm NYT & LAT, Weekly; RETURN - Air Power - FILM; 112 stations net, 41 delayed. (Replaces The Twentieth Century during summer hiatus, although presented as part of the same program series under the continuing title; last regular Twentieth Century program May 11). § Series originally presented for the same sponsor in the same time period from Nov 11, 1956 thru May 7, 1957 as a 26-week series, depicting the development of flight and its impact on life.
§ SPONSOR- The Prudential Insurance Co of America, Inc thru Reach, McClinton & Co., Inc(NY); Acct Exec- Thomas Crolius.
§ PKGR- CBS News(NY); Prod & Writer- Perry Wolff; Assoc Prod- James B. Faichney; Music Composer- Norman Dello Joio; Senior Film Ed- Peter Poor; Research- James McDonough(film); Historian- Marshall Flaum.

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THIS WEEK(Cont'd)

Sunday(May 18)

NBC- 3:30-4pm NYT, this date only; SPECIAL - The Key - FILM; to the net. (In the time formerly occupied by Look Here; last show May 4). § Story of the hopeful advances being made in the fight against mental illness, with scenes filmed in mental hospitals.
§ Sustaining, public service.
§ PKGR- National Assn for Mental Health, with NBC Public Affairs; Film Prod- Campus Film Productions; Exec Prod- Nat Campus; Dirs- Nat Campus, Don Haldane; Writer- Alvin Boretz.

NBC- 4-5:30pm NYT & LAT, this date only; SPECIAL - Israel: The Next Ten Years - FILM; to the net. § First-hand report by Chet Huntley who interviewed leading military and scientific figures, among others, in covering the country during a recent trip from the Negev to Galilee.
§ Sustaining.
§ PKGR- NBC News(NY); Prod- Reuven Frank; Dir- Jack Sughrue; Camera- Tom Priestly.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- The Jerry Lewis Show (6 comedy-variety shows during season, various times) May 16, Friday, 10-11pm NYT (7-8pm LAT); with guest star George Jessel and a filmed sketch made in London with the British comedy team, the Nitwits. § LIVE & FILM (COLOR) from LA.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Wild Bill Hickok (Wed, 5-5:30pm NYT & LAT) Sponsor change, effective May 14: Procter & Gamble Co (Big Top Peanut Butter) thru Compton Advertising, Inc(NY), becomes alternate week sponsor, replacing Sweets Co of America. Kellogg Co continues as alternate week sponsor.

CBS- Ceiling Unlimited; SPECIAL May 11; Sunday, 5-5:55pm NYT & LAT, this date only; FILM. § Re-showing of the filmed report prepared by CBS on space, satellites and space travel. The program was originally televised over the CBS net as part of The Twentieth Century on April 20, with Walter Cronkite as reporter.
§ Sustaining.
§ PKGR- CBS News(NY); Prod- Leslie Midgley; Assoc Prod & Writer- John Sharnik; Dir- Vern Diamond; Film Dir- James Petrie.

CTPN- (Columbia TV Pacific Network) Hollywood Park Feature Races; RETURN May 10; Saturday, approx 5:15-5:45pm LAT, Weekly, thru July 19; LIVE from LA; 14 stations live. § Ten feature races during the Hollywood Park, Inglewood, Calif., racing season, with Hal Moore calling the races and Gil Stratton handling the color and the interviews.
§ SPONSOR- Union Oil Co of California thru Young & Rubicam, Inc(LA); Acct Exec- Robert Belden.
§ PKGR- KNXT-CTPN Sports Dept(LA); Prod- Don Hine; Dir- Don Cook.

Ladies Fair (Mon thru Fri, 8:30-9am LAT) Schedule changed April 28, from 8-8:30 to the present time. The program now regularly originates from the KNXT studios with children also in the audience. The program was formerly slanted more toward local women's clubs. Current production staff: Exec Prod- Don Cook; Prod- Tom Moore; Assoc Prod- Bob Kaufman; Dir- Jim Johnson; Writer- Dave Cameron.

TALENT SHOWSHEET AND SCRIPT REPORT - MAY 12 - MAY 18

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-Written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of McGraw, Circus Boy, Maverick, Scotland Yard, Turning Point, Voice of Firestone (kines), Dick Powell's Zane Grey Theatre.

PREVICUS WEEK - ADDITIONS AND DELETIONS:

CLIMAX!; Thursday, May 8; CBS 8:30pm - ADD: Hugh Sanders, Stephen Coit, Raymond Bailey.

PLAYHOUSE 90; Thursday May 8; CBS 9:30pm - ADD: Pamela Mason, Kendrick Huxham, Maureen Halligan.

MAKE ME LAUGH; Thursday May 8; ABC 10pm - DELETE: Morey Amsterdam, Dennis Day; ADD: Gene Baylos(C), Denise Darcel(S).

DU PONT SHOW OF THE MONTH; Friday, May 9; CBS 9:30pm - DELETE: Yvonne Furneaux; ADD: Rosemary Harris.

JACK PAAR SHOW; NBC 11:15pm; Friday, May 9 - ADD: Zsa Zsa Gabor(A).

DICK CLARK SHOW: Saturday, May 10; ABC 7:30pm - ADD: Jan and Arnie(S).

LAMP UNTO MY FEET; Sunday, May 11; CBS 10pm - ADD: A Call in the Dark; (O) Lorraine Reiffel; with Coleen Dewhurst, Jim Vickory, Florence Sundstrum, Kevin Coughlin; Dir - James MacAllen.

LOOK UP AND LIVE; Sunday, May 11; CBS 10:30am - ADD: The Four of Us Are Strangers; (Fifth in seven-part series Youth in Crisis); (O) Jerry De Bono; with Richard Shepard, David Opatashu, Susan Oliver, Ruth White; Dir - Tim Kiley.

FRONTIERS OF FAITH; (Catholic); Sunday, May 11; NBC 1:30pm - ADD: The Tar Heel; (O) Arthur Cavanaugh; with Ford Rainey, Edward Cullen, Phillip Kenneally, Frances Sternhagen, Musa Williams, Robert Brian; Dir - Martin Hoade.

ED SULLIVAN SHOW; CBS 8pm; Sunday, May 11 - ADD: Benny Fields & Blossom Seeley(S), Don Rondo(S), Connie Francis(S).

General Electric Theater; Sunday, May 11; CBS 9pm - ADD TITLE: Bold Loser.

DINAH SHORE CHEVY SHOW; Sunday, May 11; NBC 9pm - ADD: Eddie Foy Jr(C).

MONDAY MAY 12

Adventure of Robin Hood	CBS 7:30pm(6:30)	The Lottery; with regulars & Alfred Burke, Ian Whittaker.
Burns & Allen	CBS 8pm(7)	with regulars & Lisa Davis.
Restless Gun (John Payne)	NBC 8pm	Hiram Grover's Strike; with Will Wright, Lane Bradford, John Mitchum.
TALENT SCOUTS	CBS 8:30pm(7:30)	Joseph Nigri(M), Vivian Lloyd(S), William B. Williams(S).
Danny Thomas Show	CBS 9pm	with regulars & Mary Wickes, Georgine D'Arcy.
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Bob Kriefall(M), Alie Eiglmeier(M), Dick Kerr(S), Irma Garza(S).
Goodyear Theatre	NBC 9:30pm	The Lady Takes the Stand; (O) Irvin Elman & Philip Saltzman; with Jane Powell, Keith Andes, John Doucette, Frank Wilcox, Dayton Loomis, Leo Gordon, John Harmon, Lewis Martin; Dir - Robert Florey.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The Kurishiki Incident; (O) Roger O. Hirson; with John Cassavetes, Sessue Hayakawa, Michi Kobi, Ross Ford, Jack Mullaney, James Franciscus, Tom Laughlin, Paul Bryar; Dir - Tom Donovan.

MONDAY MAY 12 (Cont'd)

Suspicion	NBC 10pm	Protegee; with Agnes Moorehead, Phyllis Love, William Shatner, Jack Klugman; (O) Richard Berg; Dir - Jules Bricken.

TUESDAY MAY 13

Sugarfoot (Will Hutchins)	ABC 7:30pm	Short Range; (O) Montgomery Pittman; with Erin O'Brien, Myron Healey, Oliver Sturgess, Sammy Jackson; Dir - Montgomery Pittman.
Mr. Adams & Eve	CBS 8pm (7)	The Bowling Story; with regulars & Katherine Warren, Peggy McCay, Peter Leeds, Jim Turley, Jan Brooks, Charlotte Lawrence. (SW&SD)
FISHER-GOBEL	NBC 8pm	with regulars & Marge & Gower Champion(D), Oscar Levant(M), Buddy Hackett(C), Dolores Gray(S).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Three; with Rico Ananiz. (SW&SD).
Broken Arrow (John Lupton)	ABC 9pm	Blood Brother; with Hugh Sanders, Tom Fadden, Lee Roberts, Robert Karnes, Harry Carey, Jr. (SW&SD).
RED SKELTON SHOW	CBS 9:30pm(8:30)	Marilyn Maxwell(S), Don Wilson(A).
Bob Cummings Show	NBC 9:30pm	Grandpa's Old Buddy; with regulars & Nancy Kulp, Joi Lansing, Lisa Gaye, Andy Clyde.
PHIL SILVERS ON BROADWAY	CBS 10pm	Gloria Krieger(S), William Redfield(A), Georgann Johnson(A), Saul Chaplin, Darryl Richard, Walter Dare Wahl(C-Acro); Dir - Bill Hobin.
Californians (Richard Coogan)	NBC 10pm	The Inner Circle; (O) Michael Fessier; with Robert Lieb, Howard Caine, Peg Hillias; Dir - Paul Guilfoyle.

WEDNESDAY MAY 14

Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Dan Hogan Story; (O) William Fay; with Tom Greenway, John Larch, Judith Ames, Buddy Baer, Frank McGrath, Terry Wilson, Dick Cutting, Dana Dillaway, Nestor Paiva, Simon Scott, Robert Karnes, John Merrick; Dir - Richard Bartlett.
Tombstone Territory (Pat Conaway)	ABC 8:30pm(9)	Pick Up the Gun; with Fay Spain, Patrick McVey, Pernell Roberts, Thomas Pittman.
BIG RECORD	CBS 8:30pm(7:30)	Harry James & Orch, Helen Forrest(S), Bill Hayes(S), Florence Henderson(S).
Father Knows Best	NBC 8:30pm	Jim, the Answer Man;(O) Paul West; with regulars & Vivi Janiss, Kathleen Mulqueen; Dir - Peter Tewksbury.
Millionaire (Marvin Miller)	CBS 9pm(8)	The Story of Jack Garrison; with Rick Jason, Joan Marshall, Carl Betz.
KRAFT THEATRE	NBC 9pm	All The King's Men; (Part One of Two Parts); (O) Robert Penn Warren; (A) Don Mankiewicz; with Neville Brand, William Prince, Frank Conroy, Robert Emhardt, Maureen Stapleton, Anne Meacham, Fred Scollay, Perry Wilson, John Fielder; Dir - Sidney Lumet.
ARMSTRONG CIRCLE THEATRE	CBS 10pm(9)	Accused of Murder; (O) Art Wallace; with Tom Carlin, Lois Nettleton, Carl Low, Eugenia Rawls; Dir - William Corrigan.

THURSDAY MAY 15

Zorro (Guy Williams)	ABC 8pm	The Cross of the Andes; with Jack Kruschen.
CLIMAX! (Bill Lundigan)	CBS 8:30pm	The Disappearance of Daphne; (O) Nancy Rutledge; (A)Robert Blees; with Ray Danton, Elaine Stritch, Irene Papas, Eduardo Ciannelli, Jenny Hecht, Mona Freeman; Dir - Paul Nickell.
Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Mrs. Mary Bigler, Vic Perrin, Pierre Watkin, Robert Brubaker, John Mitchum, Brett King, Richard Gittings.

THURSDAY MAY 15 (Cont'd)

PAT BOONE CHEVY SHOWROOM	ABC 9pm	Genevieve(S), University of Michigan Glee Club.
PLAYHOUSE 90	CBS 9:30pm	Nightmare at Ground Zero; (O) Dr. John C. Clark as told to Robert Chan; (A) Paul Monash; with Jack Warden, Carl Benton Reid, Ainslie Pryor, Edmon Ryan, Barry Sullivan; Dir - Franklin Schaffner.
FORD SHOW	NBC 9:30pm	Walter Brennan(A).
MAKE ME LAUGH	ABC 10pm	Kaye Ballard(C), Pepper Davis(C), Sid Gould(C), Dan Duryea(A).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Wally Cox(C).
Jane Wyman Theater	NBC 10:30pm	RE-RUN of Not for Publication.

FRIDAY MAY 16

Jim Bowie (Scott Forbes)	ABC 8pm	Man of the Streets; with Romney Brent, Iphigene Castiglioni; (SW&SD).
Trackdown (Robert Culp)	CBS 8pm(7)	The Brothers; (O) D.D. Beauchamp; with Steve McQueen, Rebecca Welles, Dick Devon, Ian MacDonald, Tim Graham; Dir - Donald McDougall.
Jefferson Drum (Jeff Richards)	NBC 8pm	Bad Day for a Tinhorn; (O) Berne Giler; with regulars & Bruce Gordon, Rita Lynn, Edward McNally, Bill Catching; Dir - Christian Nyby.
STARS OF JAZZ	ABC 8:30pm(Mon 10:30pm)	Barbara Dane(S), Firehouse Five Plus(M).
Frank Sinatra Show	ABC 9pm	The Green Grass of St. Theresa; (O) Hugh King; with Wally Cox, Rhys Williams, Joe Maross, Jean Howell, Anne Barton, Monty Margetts, Hal Taggart, Pat Collins, Gene Roth, Ruth Warren, Tim Butler, Frank Albertson; Dir - James Sheldon.
Phil Silvers Show (You'll Never Get Rich)	CBS 9pm	Bilko Retires From Gambling; with regulars & Paul Draylin, Allen Nourse; (SW&SD).
PATRICE MUNSEL SHOW	ABC 9:30pm	Steve Lawrence(S), Pat Carroll(C)
Schlitz Playhouse	CBS 9:30pm	The Town That Slept With The Lights On; (O) Liam O'Brien; with Edmond O'Brien, Robert Middleton, Sheppard Strudwick, Diane Brewster, Joseph Vitale, Victor Millan, John Mitchum, Emile Meyer, Bill Bladwin, Ken Hooker; Dir - Edmond O'Brien.
The Lineup (Warner Anderson, Tom Tully)	CBS 10pm(9)	The High Fashion Case; (O) Paul Franklin; with regulars & Grant Withers, Mark Scott, Strother Martin, Joseph Vitale; Dir - Seymour Berns.
JERRY LEWIS SHOW	NBC 10pm	George Jessel(C), The Nitwits(C)-On Film.

MULTIPLE & ACROSS-THE-BOARD SHOWS - MAY 12 - MAY 16

TODAY	NBC 7am	5/12 - Jack Haskell(S)
GARRY MOORE SHOW	CBS 10am(9)	5/12 - Al Crowder(C), 5/16 - Earl Hall(C).
NBC MATINEE THEATER	NBC 3pm(12 Noon)	5/12 - The Cause; (O) Rod Serling; 5/13 - Fight the Whole World; RE-RUN of 12/27/57 & 6/7/56; 5/14 - The Long Long Laugh; RE-RUN of 2/5/58; 5/15 - The Iceman; RE-RUN of 2/4/58; 5/16 - Cave-in; RE-RUN of 2/3/58.
MODERN ROMANCES (Gypsy Rose Lee)	NBC 4:45pm(1:45)	(O) Irving Elman; with Patricia Benoit, Robert Mandan, John Kellogg, Bernard Cates.

JACK PAAR SHOW	NBC 11:15pm	Jonathan Winters is m.c. Betty Johnson(S) is guest for entire week. 5/12 - Kaye Ballard(C), Lonnie Satin(S); 5/13 - Bob and Ray(C), Billy Williams Quartet(S); 5/14 - Sir Cedric Hardwicke (A), Denise Lor(S), Wendy Barrie(A), Ronnie Graham(C), Dagmar Godowsky(M); 5/15 - Dave Gardner(C), Minnie Pearl(C), Homer & Jethro(S); 5/16 - The Baird Puppets, Nita Naldi(A), Orson Bean (C), Cab Calloway(M-S).
	SATURDAY MAY 17	
JIMMY DEAN SHOW	CBS 12N(10:30am)	Jane Morgan(S), The Four Saints(M-S).
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	Phone Call from a Stranger; (O) Jesse Sandler; with Georgann Johnson, Phil Abbott, Larry Weber, Warren Berlinger.
DICK CLARK SHOW	ABC 7:30pm(9:30)	Billy and Lillie(S), Art and Dottie Todd(S), Chuck Berry(S), Betty Johnson(S), Carl McVay(S), Frankie Lymon(S).
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	Case of the Long-Legged Models; (O) Seeleg Lester; with regulars & Russell Thorson, Joe De Santis, William Swan, Alix Talton, William Snyder, Peggy McCay, Lyle Talbot, Ray Walker, Frank Wilcox, Ann McCrea, Jack W. Harris, Carol Anderson, Joey Ray; Dir - Tony Leader.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Marty Robbins(S).
PERRY COMO SHOW	NBC 8pm	Jack Carter(C), Mills Brothers(S), Sally Ann Howes(S).
POLLY BERGEN SHOW	NBC 9pm	Carol Haney(D), Peter Gennaro(D), Dick Van Dyke(C),
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	(O) Sam Rolfe & Stanley H. Silverman; with regulars & June Lockhart, Grant Withers, Charles Aidman, Johnny Western; Dir - Andrew V. McLaglen.
Gunsmoke (Jim Arness)	CBS 10pm	with regulars & Charles Cooper, Sam Edwards, Walter Barnes.
	SUNDAY MAY 18	
Jack Benny	CBS 7:30pm	RE-RUN of show with Bea Benadaret, Mel Blanc.
No Warning!	NBC 7:30pm	Survivors; (O) Richard Grey; (A) Jo Pagano; with Bruce Bennett, James Maloney, Rex Dante, Maura Murphy, Len Lesser, David Blair, Robert Fuller, Ray Gordon, Steve London, Peggy Maley, Jody Warner, Gregory Gay, Brad Weston, Robert Carson, Dick Gardner; Dir - Maury Geraghty.
ED SULLIVAN SHOW	CBS 8pm	Jack Leonard(C), Sophie Tucker(S), Maurice Chevalier(S), Sally Blair(S), Carol Lawrence(S-D), Georgie Tapps(D), West Point Glee Club, Kim Sisters(S), John Risko(Juggler), Wake Forest College Majorettes.
STEVE ALLEN SHOW	NBC 8pm	Lou Costello(C), Beverly Kenny(S). Ronnie Deauville(S), Maurice Gosfield(C), Sid Grould(C), Abby Van Buren(columnist), Mr. Ballantine(C-Magician), Dick Clark.
General Electric Theatre	CBS 9pm	Young and Scared; with Carol Lynley, James McArthur.
DINAH SHORE CHEVY SHOW	NBC 9pm	Van Johnson(A), Mike & Elaine(C).
Alfred Hitchcock Presents	CBS 9:30pm	Post Mortem; (O) Cornell Woolrich; (A) Robert C. Dennis; with Joanna Moore, Steve Forrest; Dir - Arthur Hiller.
Loretta Young Show	NBC 10pm	Day of Rest; (O) Helen Rittell; (A) Richard Morris; with Miss Young, Robert Rockwell, Shelley Fabares, Toni Smaklin, Kim Landall, Ken Lindall, Gina Gillespie, Joan Sudlow, Mary Alan Hokanson, George Milan; Dir - Richard Morris.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

ABC has confirmed Ziv's Rough Riders half-hour series for Thursdays, 9:30-10pm NYT & LAT, starting in the fall. Navy Log, currently in the time spot, will wind up its career this summer with several new films following its summer re-runs and then go into syndication.....The Perry Como Show is completely sold out for the 1958-59 season, but with a new sponsor pattern. Sponsors will have alternate half-hours weekly (instead of the thirds now prevailing), but several will have every third or fourth week, with some contracts calling for heavier spotting during the sponsors' bigger selling periods. New sponsor in the list is Chemstrand Corp thru Doyle Dane Bernbach, Inc. Others returning with the show are Kimberly-Clark Corp., Noxzema Chemical Co., American Dairy Assn., Radio Corp of America and Whirlpool Corp (as a pair) and Sunbeam Corp.....Como's last show for this season will be on June 7 and he will return for the new season on Sept 13. The summer replacement, produced by the Como organization, will be The Bob Crosby Show, live from NY, with the singer-band leader supported by Gretchen Wyler in the top featured spot. The show will begin operations on June 14 and will be produced by Como's choreographer, Louis Da-Pron, with Peter Gennaro coming into the summer picture as the choreographer. Carl Hoff will handle the music. Crosby secured an early release from his exclusive CBS contract. The new show will enable the former daytime CBS star to prove his talents as a possible nighttime entry for the fall or later for any time spots that might open up for a new variety package.

The expected end for Climax! will come with the June 27 program (the sponsor was reported to want to cut back to alternate weeks, with someone else taking over the alternate sponsorship, but the Chrysler identification was considered to be too strong for such a move). This will permit General Foods to exercise an option on the time. GF's Friday evening program, Dick Powell's Zane Grey Theatre, will move to Thursday, 9-9:30pm NYT starting in the fall and there's a strong possibility that the sponsor will move December Bride into the 8:30-9pm time. December Bride is being displaced from its regular Monday, 9:30-10pm time, by the new Ann Sothern Show, which will give General Foods the solid hours on Monday, 9-10pm, and Thursday, 8:30-9:30pm. The Thursday change is also expected to benefit CBS generally in diversifying the appeal of its Thursday night programming, which has been considered to be too heavily weighted on the side of straight drama during the past two seasons.....Chrysler is reported to be a possible customer for a skip week on either CBS' one-hour Rawhide or NBC's one-hour Cimarron City, both Westerns.....Live drama, despite the heavy cuts in output as bells tolled this season for Studio One, Kraft, Climax, Suspicion (half the programs have been live), NBC Matinee; has a brief upsurge starting June 3 on NBC, with The Investigator, a one-hour live suspense-drama series, originating in NY, packaged by MCA, with S. Mark Smith as producer and Bill Altman as associate producer. The program moves in as the summer replacement for Eddie Fisher and George Gobel, Tuesdays, 8-9pm NYT. The program will be a running character type, with two

 (MORE)

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leads, a private investigator and his father. Dick McCracken is the story editor (about eight outlines for scripts are currently under consideration - only contacts through agents) and casting is through MCA. There will be two alternate week directors, with William Graham already set as one.....The growing emphasis on major league baseball in TV coverage gets another shot starting June 1, when General Mills starts a weekly half-hour program over ABC, Sundays, 9-9:30pm NYT, live and tape from Chicago. The station lineup covers just 15 cities, those repped by major league ball clubs. Program title will be Baseball Corner and the tape inserts will be the record of key plays discussed on the show.....The Steve Allen Show summer replacement starring singers Steve Lawrence and Eydie Gorme is still without a title, but the production staff will include Nick Vanoff as producer, with Dwight Hemion as director. Associate producer will be Jim Elson with Bill Dana as the key writer set thus far. Allen's Bellmeadows Enterprises, Inc., will also produce the replacement. .....Also continuing in the pattern established by Jack Gleason, under which a successful variety show also packages its summer replacement, (Como's Roncom Productions, Allen's Bellmeadows, Henry Jaffe Enterprises for Dinah Shore); Pat Boone's Cooga Mooga Productions will produce The Chevy Showroom starring Andy Williams on ABC, Thursdays, 9-9:30pm NYT & LAT, starting July 3, with Boone returning from his vacation (and making a movie) on October 2. Dick Van Dyke and a permanent supporting company will be featured with Williams. Bill Hobin will produce and direct the summer show.

ABC is pushing its hoped-for Sunday evening live drama series for the fall under the title, Interplay. It's a Canadian series, sponsored there by General Motors, but it's up for sale here for other sponsorship in the Sunday, 9:30-10:30pm NYT spot... ...The net is also warm for sponsors for the Mike Wallace Motive series, for Saturdays, 8:30-9pm NYT and Tales of Frankenstein, for the 10-10:30pm spot following Lawrence Welk, the same evening. The hope for the latter package is that it will probably require a completely different approach for anyone to chop competing Gunsmoke on CBS and late evening thrills may be the way to do it.....Meanwhile, ABC confirmed the sale of the Herbert Leonard-Screen Gems package Naked City for Tuesdays, 9:30-10pm NYT starting in the fall, sponsored by Brown & Williamson (Viceroys) and Quaker Oats. The latter will also share the sponsorship of The Adventures of Ozzie and Harriet with Eastman Kodak over ABC, starting in the fall. Brown & Williamson also bought The Texan, to be produced by Rorvic-Desilu with Rory Calhoun in the title role, for its CBS time on Saturdays, 8:30-9pm NYT, to replace Top Dollar in the fall, or sooner.....Singer Sewing Machine and Thomas J. Lipton, both thru Young & Rubicam, renewed The Californians over NBC, Tuesdays, 10-10:30pm NYT, and it makes for an unusual triumph in TV programming. The film series started this season with two male stars and a featured girl and a story line of vigilante law. In the middle of the season it decided to switch to a single new lead, a lawman, and dropped the previous players -- and kept its audience healthy enough for the renewal. Most series just try to refurbish the old house when they run into story troubles.

The Dave Kaufman (On All Channels) and Jack Hellman (Light and Airy) alternate columns in LA's "Daily Variety" are prime outlets for actors and others who have beefs to air, and most of the remarks make good copy picked up all over the country. Lee Marvin's recent complaints over the quality of M Squad and his own egotistical remarks about his personal contributions to the series had a big pickup and led to the temporary resignation of the show's producer as well as blasts at Marvin from writers whom he had attacked. Last week, Cheyenne's Clint Walker (under suspension at Warner Bros.) explained why three solid years under contract weren't enough for an actor who wanted a share in residuals and other subsidiary rights in a series he helped to popularize. He admitted that his big urge is more time to make features, to "get satisfaction out of growing as an actor," as well as to have something to fall back on. His Warner Bros. contract calls for payments of $1,500 a week next season -- if he makes more Cheyenne episodes and gets himself off suspension.

ROSS REPORTS—TELEVISION INDEX

MAY 19-25, 1958

VOLUME 10 NUMBER 21

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (May 20)

NBC Pool- 9:30-10pm NYT & LAT, this date only; SPECIAL - President Eisenhower - "The National Economy" - LIVE from NY; to the NBC net; Videotape recording on the CBS net, 10:30-11pm NYT; ABC net, 11-11:30pm NYT. (Only net preemption, NBC, The Bob Cummings Show). President Eisenhower speaks on "The National Economy" before the Economic Mobilization Conference held by the American Management Assn at the Hotel Sheraton-Astor in NY.

§ Sustaining.

§ PKGR- NBC Public Affairs; Prod- Doris Corwith; Dir- Lynwood King.

Thursday (May 22)

NBC- 2:30-3pm NYT (11:30am-12noon LAT), this date only; SPECIAL - Dedication Day of WRC-TV - LIVE (part COLOR) from Washington, D. C.; to the net. (Preempts Kitty Foyle, this date only). § Dedication of NBC's new facilities in Washington, D. C., by President Eisenhower. NBC News commentators in Washington will handle the descriptive commentary of the ceremonies.

§ Sustaining.

§ PKGR- NBC News; Prod & Dir- Staff of WRC-TV.

Sunday (May 25)

CBS- 10-11am NYT & LAT, this date only; SPECIAL - The Invisible Fire - LIVE from NY; to the net. (Preempts Lamp Unto My Feet, 10-10:30am, and Look Up and Live, 10:30-11am, this date only). § Telecast of the first public performance of a new oratorio, with music by Cecil Effinger and libretto by Tom F. Driver, adapted in part from the works of John and Charles Wesley, which tells the story of the conversion of John Wesley to Methodism 220 years ago this month. The presentation features four soloists, the Margaret Hillis Choir and a congregation of 200 singers, backed by the 45-piece CBS Concert Orchestra.

§ Sustaining.

§ PKGR- National Council of Churches with CBS Public Affairs; Prod- Pamela Ilott; Assoc Prod- Richard Siemanowski; Dir- Roger Englander; Music Conductor- Alfredo Antonini.

NBC- 2:30-3pm NYT (11:30am-12noon LAT), this date only; SPECIAL - A Visit With Chiang Kai-Shek - FILM; to the net. (Preempts Comment, this date only). § The President of the Republic of China is interviewed at his palace in Taipei, Formosa, by James Robinson of NBC News, with Mme. Chiang acting as interpreter.

§ Sustaining.

§ PKGR- NBC News; Prods- Arthur Hepner and Don Cash.

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Sunday(May 25)

NBC- 3:30-4pm NYT (12:30-1pm LAT), this date only; SPECIAL - Briefing Session - LIVE from NY; to the net. § A special edition for the full network of one of the programs being produced by NBC's Educational TV Project for the country's interconnected educational TV stations. Erwin D. Canham, editor-in-chief of The Christian Science Monitor, is the host, with the other members of the program's regular weekly team (Tue, 10:30-11pm NYT, educational stations), with guest speakers, discussing "The Soviet Challenge: Is the U. S. Winning the War of Ideas?"
§ Sustaining.
§ PKGR- NBC Public Affairs(NY); Superv- Edward Stanley; Exec Prod- Brice Howard; Prod- Joel O'Brien; Writer- Joan Seaver.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Usually every 4th Sunday, 5-6pm NYT; also irregularly) May 23, Friday, 7:30-8pm (6:30-7pm LAT); FILM, "A Conversation at 10 Downing Street," an exclusive interview with British Prime Minister Harold MacMillan by Edward R. Murrow and CBS News correspondent Charles Collingwood. § Prods- Edward R. Murrow, Fred W. Friendly; Camera- William McClure.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Adorn Playhouse; TITLE DEBUT May 13; Tuesday, 8:30-9pm NYT (7:30-8pm LAT), Weekly; FILM; 107 stations net, 24 delayed. (Replaces Wingo, last show May 6).
§ Re-runs of filmed anthology dramas previously seen on the network as part of Schlitz Playhouse.
§ SPONSOR- Toni Co (Adorn Hair Spray) thru North Advertising, Inc(Chi); Acct Exec- Astin D'Alton.
§ PKGR- MCA-TV; Film Prod- Revue Productions, Inc(LA).

Garry Moore Show (Mon thru Thu, 10-10:30am NYT, 9-9:30am LAT; Fri, 10-11am NYT, 9-10am LAT) Durward Kirby and Dick Van Dyke become co-hosts of the variety program, effective May 19. Garry Moore's last appearance was May 16, but he will return for the last program in the series on June 27.

The Great Challenge (Sun, 5-6pm NYT) Last program May 25. Seven programs in the special symposium series have been presented since Feb 23.

General Electric Theatre (Sun, 9-9:30pm NYT & LAT) Re-runs of previous programs begin May 25, continuing thru the summer.

NBC- Your Hit Parade (Sat, 10:30-11pm NYT & LAT) Tom Hansen, a featured dancer on the program, takes over as choreographer for the remainder of this season for programs beginning with that of May 17, replacing Ernest Flatt, who will be choreographing a new musical. The program ends its season's series on June 7.

Suspicion (Mon, 10-11pm NYT & LAT) Add sponsor: Phillips-Van Heusen Corp (Van Heusen men's shirts, sportswear) thru Grey Advertising Agency, Inc(NY), will sponsor one-half of the programs of May 26, June 2, and June 9 (see page 32 for other partial sponsorships).

TALENT SHOWSHEET AND SCRIPT REPORT - MAY 19 - MAY 25

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiers cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of McGraw, Circus Boy, General Electric Theatre, Maverick, Dick Powell's Zane Grey Theatre, Scotland Yard, Turning Point, Voice of Firestone(kines).

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

RED SKELTON SHOW; Tuesday, May 13; CBS 9:30pm - DELETE: Marilyn Maxwell, Don Wilson; ADD: (Special Show) Milton Berle(m.c.), Donald O'Connor, Sidney Miller, Jo Stafford, Jimmie Rodgers, Vincent Price, James Arness.

PLAYHOUSE 90; Thursday May 15; CBS 9:30pm - DELETE: Ainslie Pryor; ADD: Herbert Anderson, James Hong, Hyman Wynant, Ty Hungerford.

JERRY LEWIS SHOW; Friday May 16; NBC 10pm - ADD: Connie Stevens(A), Harry Warren, Sammy Cahn.

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm - ADD: 5/12 - Bob Crosby(M-S); 5/13 - Gloria Wood(S), 5/16 - Margaret Whiting(S).

JACK PAAR SHOW; NBC 11:15pm; ADD: 5/15 - Jack Haskell(S).

PERRY COMO SHOW; Saturday May 17; NBC 8pm - ADD: Ann B. Davis(A).

LAMP UNTO MY FEET; Sunday May 18; CBS 10pm - ADD: Home is the Sailor; (O) Milton Wayne; with Dort Clark, Bibi Osterwald, Warren Beatty.

LOOK UP AND LIVE; Sunday May 18; CBS 10:30am - ADD: No Back Door; (Fifth in seven-part series Youth In Crisis); (O) David Ebin; with William Hickey, Ellen Madison, Pat D. Simone, Nancy Malone, Kenny Sharpe, Nicholas Pryor.

CAMERA THREE; Sunday May 18; CBS 11:30am; ADD: The Antagonists; (First of two parts); (O) Claire Roskam & Warren Wallace; with Whitfield Conner, Paul Stevens, Leonard Stone, Wyatt Cooper, James Dukas.

FRONTIERS OF FAITH (Catholic); Sunday May 18; NBC 1:30pm - ADD: Seeds of the Desert; (O) A. J. Palmerio; with Rene Paul, Chris Gampel, Wyley Hancock, Charles Andre, Gerry Jedd, Raymond A. Singer, Gene Picciano, Anthony Messuri, Anne Francine.

WHERE IS THY BROTHER(Special Program - UJA Ann'y); (O) Ernest Kinoy; with Nehemiah Persoff, Lee Grant, David Opatoshu, Will Kaluva, Gene Saks, Sylvia Davis, Paul Lyson, Frank Marth, Ford Rainey, Joel Crothers, Barry Desfor, Elaine Lynn. Sunday May 18; NBC 6:30pm.

ED SULLIVAN SHOW; Sunday May 18; CBS 8pm - DELETE: Kim Sisters; ADD: Ogden Nash.

DINAH SHORE CHEVY SHOW; Sunday May 18; NBC 9pm - DELETE: Van Johnson; ADD: Ida Lupino(A) & Howard Duff, Ginger Rogers(A-S).

STEVE ALLEN SHOW; Sunday May 18; NBC 8pm - ADD: Julie Newmar.

MONDAY MAY 19

Burns & Allen	CBS 8pm (7)	with regulars & Charles Vidor, Judi Meredith.
Restless Gun (John Payne)	NBC 8pm	The Gold Star; with Edgar Buchanan
TALENT SCOUTS	CBS 8:30pm(7:30)	The Petits(S), Patti Troy(S), Bob Burnett(M).
Danny Thomas Show	CBS 9pm	with regulars & Mary Wickes, Joan Tompkins
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Warren Luening(M), Kathy Linden(S).
December Bride	CBS 9:30pm(8:30)	with regulars & Dick Elliot, Joe Kearns.
Alcoa Theatre	NBC 9:30pm	The Perfectionist; (O) George F. Slavin; with Robert Ryan, Francis Rafferty.

MONDAY MAY 19 (Cont'd)

STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	The Funny-Looking Kid; (O) Ben Starr; with Jack Carson, Joan Blondell, Frank McHugh, Peter Votrian; Dir - Ralph Nelson.
SUSPICION	NBC 10pm	The Velvet Vault; with Carmen Matthews, Elizabeth Montgomery, Julie Follansbee, James Congdon, John Heldabrand, Ethel Remey; (O) Elizabeth McFadden; (A) William M. Altman; Dir - David Greene

TUESDAY MAY 20

Cheyenne (Clint Walker)	ABC 7:30pm	Dead to Rights; (O)Albert Aley; with John Russell, Joanna Barnes, Michael Connors, Don Megowan, Gregg Dewey, Donald Barry; Dir - Leslie H. Martinson.
Mr. Adams & Eve	CBS 8pm(7)	Command Performance; (O) Sol Saks; with regulars & Jeanette Nolan, Stephen Bekassy, William Joyce; Dir - Richard Kinon.
GOBEL-FISHER	NBC 8pm	Fred MacMurray(A). LAST SHOW (Starring Mr. Gobel).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Dig a Grave for Ben Thompson; with Denver Pyle, Myron Healey, Adele Mara, Lorna Thayer; (SW&SD).
Broken Arrow (John Lupton)	ABC 9pm	The Courage of Ling Tang; with regulars & Victor Sen Yung, Frank Puglis, James Philbrook, Alvy Moore, Barry Brooks; (SW&SD).
Red Skeleton Show	CBS 9:30pm(8:30)	with Charlie Ruggles, Marie Windsor, Ann Dore, George Niese, Shari Stennete, Joan Kelly, Mary Townsend, Jan Reeves, Nancy Howard.
Californians (Richard Coogan)	NBC 10pm	The Golden Bride; (O) Carey Wilber; with Edgar Buchanan, Helen Mowery, Jeffrey Stone, Howard Caine; Dir - Felix Feist.

WEDNESDAY MAY 21

Wagon Train (Ward Bond, Robert Horton)	NBC 7:30pm	The Ruttledge Munroe Story; (O) Normen Jolley; with John Drew Barrymore, Mala Powers, Frank McGrath, Terry Wilson, Bill Tannen, Tom Monroe, Jack Grinnage, George Eldredge, Helen Brown; Dir - Richard Bartlett.
Tombstone Territory (Pat Conaway)	ABC 8:30pm(9)	The Assassin; (O) Fred Freidberger; with Cece Whitney, Larry Pennell, Gail Kobe, Trevor Bardette, Warren Oates, Milt Hamerman, Dean Casey, Edmund Johnston.
BIG RECORD	CBS 8:30pm(7:30)	Jo Stafford(S), Judy Canova(S-C), Buddy Rich(M).
Father Knows Best	NBC 8:30pm	Bud Quits School; with regulars & Stephen Chase, Adrienne Marden; (SW&SD).
Millionaire (Marvin Miller)	CBS 9pm(8)	The Story of Paul Naylor; with John Beal, Joy Hodges, Judi Meredith, Herbert Anderson, William Hudson, Eddie Coch; (SW&SD).
KRAFT THEATRE	NBC 9pm	All The King's Men; (Second of Two Parts); (Cast listed in previous weeks report), and Lee Richardson.
U. S. STEEL HOUR	CBS 10pm(9)	Hour of the Rat; (O) Jon Manchip White; (A) Arthur Hailey; with Dan Duryea, Joan Whitmore, Louis Hector, Guy Spaull, John McLiam, Ronald Long, Arthur Malet, Kaie Deei, Tura Nakamura, Neil Fitzgerald, George Turner, William Rayne; Dir - Elliot Silverstein.

THURSDAY MAY 22

Zorro (Guy Williams)	ABC 8pm	The Deadly Bolas; with regulars & Dent Taylor, Paul Picerni.
Richard Diamond Private Detective	CBS 8pm (David Janssen)	Widow's Walk; (O) Donn Mullally; with Christopher Dark, Tom B. Henry, Dorothy Green, John Dennis, Charles Horvath, Jack Shea.
Real McCoys (Walter Brennan)	ABC 8:30pm	Volunteer Fire Department; with regulars & Emory Parnell, Tony Martinez.
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Time of the Hanging; (O) Harry Julian Fink & Arthur Geller; with Lee Marvin, William Shatner, Marsha Hunt, Harry Townes, John Litel; Dir - Buzz Kulik.

THURSDAY MAY 22 (Cont'd)

Dragnet (Jack Webb)	NBC 8:30pm	with regulars & Michael ann Barrett, Paul Burns, Sid Milton, James Gavin, Ron Hayes. (SW&SD).
PAT BOONE CHEVY SHOWROOM	ABC 9pm	Andy Williams(S), The Vagabonds(S-M).
People's Choice (Jackie Cooper)	NBC 9pm	Missing Moolah; with regulars & Richard Deacon, Ann Tyrell; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	Bomber's Moon; (O) Rod Serling; with Robert Cummings, Rip Torn, Martin Balsam, Larry Gates, Hazel Court; Dir - John Frankenheimer.
MAKE ME ALUGH	ABC 10pm	Herkie Styles(C), Will Jordan(C), Sid Gould(C), Peggy King(S).
LUX SHOW STARRING ROSEMARY CLOONEY	NBC 10pm	Stan Freberg(C).
Jane Wyman Theatre	NBC 10:30pm	Hide and Seek; with Everett Sloane, Richard Erdman, Louis Jean Heydt, James Westerfield.

FRIDAY MAY 23

Adventures of Rin Tin Tin	ABC 7:30pm	The Silent Witness; with regulars & Rand Brooks, Ron Hagerthy.
Jim Bowie	ABC 8pm	The Puma; with Nacho Galindo, Donald Randolph, Martin Garralaga, Pamela Duncan. (SW&SD).
Trackdown (Robert Culp)	CBS 8pm(7)	The Governor; (O) Fred Freiberger; with Frank Wilcox, Robert E. Griffin, Amzie Strickland, B. G. Norman, Terry Frost, Bob Gothie, Wilbur Mack; (SD).
Jefferson Drum (Jeff Richards)	NBC 8pm	The Cheater; (O) Eustace Cockrell; with regulars & Philip Ahn, Paul Sorensen, Rex Lease; (SD).
STARS OF JAZZ	ABC 8:30pm(Mon 10:30pm)	Julie London(S), Shorty Rogers(M), Bud Shank(M), Stan Levy(M), Howard Rumsey's Lighthouse All-Stars(M).
Life of Riley (William Bendix)	NBC 8:30pm	Here Comes Constance; with regulars & Pamela Britton, Steve Pendleton; (SW&SD).
Frank Sinatra Show	ABC 9pm	Natalie Wood(A), Pat Suzuki(S)
Phil Silvers Show (You'll Never Get Rich)	CBS 9pm	Bilko's Vacation; with regulars & Hope Sansberry, Fred Stewart, Joe Leon, Bob Manders. (SW&SD).
M Squad (Lee Marvin)	NBC 9pm	The Double Face; (O) Seeleg Lester & George Waggner; with regulars & Jim Davis.
PATRICE MUNSEL SHOW	ABC 9:30pm	Eddie Bracken(C), James Hurst(S).
Schlitz Playhouse	CBS 9:30pm	RE-RUN of 10/11/57.
The Lineup (Warner Anderson, Tom Tully)	CBS 10pm(9)	The Doctor George Jeremy Case; (O) Fred Eggers; with regulars & Trevor Bardette, William Leicester, Jeannie Johnson, Jack Murphy; (SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS - MAY 19-MAY 23

TODAY	NBC 7am	5/19 & 20 - Genevieve(S); 5/21 - Ronnie Deauville(S).
CAPTAIN KANGAROO	CBS 8am	5/20 & 21 - Lu Ann Simms(S)
GARRY MOORE SHOW	CBS 10am(9)	NOTE: Garry Moore's last show was May 16. Durward Kirby & Dick Van Dyke will host remaining weeks. 5/21-23 - Sandy Stewart(S); 5/22 - Mr. Ballantine(C-magician); 5/23 - Kaye Ballard(C).
AMERICAN BANDSTAND(Dick Clark)	ABC 3pm	5/19 - Anthony Perkins(A-S), Frank Verna(S); 5/20 - Gar Baron(S), The Steadies(S), 5/22 - The Four Aces(S); 5/23 - Julius La Rosa (S), The Four J's(S).

NBC MATINEE THEATRE	3pm(12 Noon)	5/19 - RE-RUN of 10/30/57; 5/20 & 21 - Much Ado About Nothing; (O) William Shakespeare; (A) Alan Cooke; 5/22 - Day of Discoveries; (O) William Reardon; (A) Sheldon Stark; 5/23 - The Young and the Fair; (O) N. Richard Nash.
MODERN ROMANCES (Margaret Truman)	NBC 4:45pm(1:45)	(O) Bob Corcoran; with Biff McGuire, Patricia Smith, Jerome Cowan, Paul Lipson, Mel Ruick.
JACK PAAR SHOW	NBC 11:15pm	Orson Bean is guest m.c. 5/19 - Miyoshi Umeki(A-S), Sid Gould(C), Jack Prince(S); 5/20 - Stubby Kaye(S), Jim Moran; 5/21 - Henny Youngman(C), Shelley Berman(C), Mauri Leighton(S); 5/22 - Eric Portman(A), The Baird Puppets, Gypsy Rose Lee, Larry Daniels(C), 5/23 - Martin Gabel(A), Monique Van Vooren(S), Charlotte Rae(C).
	SATURDAY MAY 24	
JIMMY DEAN SHOW	CBS 12N(10:30am)	The Mills Brothers(S).
TRUE STORY (Kathi Norris)	NBC 12N(4pm)	Milk and Cookies; (O) Earl Hamner; with Meg Mundy, Frank Schofield, Bern Hoffman.
DICK CLARK SHOW	ABC 7:30pm(9:30)	Bobby Helms(S), Dion and the Belmonts(S), Johnny Nash(S), The Playmates(S)
Perry Mason (Raymond Burr)	CBS 7:30pm(6:30)	The Case of the Gilded Lily; (O) Richard Grey; with regulars & Grant Withers, Richard Erdman, Peggy Knudsen, Mari Aldon, Wally Brown, Barbara Baxley, Alan Dexter, Jack Gargan, Max Wagner, Cy Malis, Fay Roope, Carleton Young; Dir - Andrew V. McLaglen.
COUNTRY MUSIC JUBILEE	ABC 8pm(8:30)	Ferlin Huskey(S).
PERRY COMO SHOW	NBC 8pm	Jane Wyman(A), Art Carney(A-C), McGuire Sisters(S).
CLUB OASIS	NBC 9pm	Kay Starr(S), Andy Griffith(C).
Have Gun, Will Travel (Richard Boone)	CBS 9:30pm(8:30)	(O) Irving Rubine; with Morris Ankrum, Wayne Heffley, Jacqueline Scott, Harry Shannon, Karl Swenson, Brad Dexter, Adeline DeWalt Reynolds; Dir - Andrew V. McLaglen.
Gunsmoke (Jim Arness)	CBS 10pm	with regulars & Ruta Lee, Bob Patten, Alan Gifford, Tommy Farrell, Ray Teal.
	SUNDAY MAY 25	
WIDE WIDE WORLD	NBC 4pm	The Sound of Laughter; with Bob Hope, Steve Allen, Mort Sahl, Al Capp, Smith & Dale, Neil Schaffner, Hal Holbrook.
Bachelor Father (John Forsythe)	CBS 7:30pm	Bentley's Clubhouse; with regulars & Alice Backes, Linda Kane, Carole Wells, Bernedette Withers, Pamela Beaird, Joan Tompkins, Karl Swenson, Sondra Rodgers, Shirley Mitchell, Frances Osborne, Judy Bamber, Jack Edwards. (SW&SD).
No Warning!	NBC 7:30pm	Amnesiac; (O) Jack Bennett; with Leon Ames, Dorothy Green, Rick Vallin; Dir - Fletcher Markle.
ED SULLIVAN SHOW	CBS 8pm	Althea Gibson(S), Jeanmaire(D), Roland Petit(D), Hermione Gingold(C), Alan King(C), Frankie Lymon(S), Allan Drake(C), The Three Edwards(balancing), Theda Sisters(acro).
STEVE ALLEN SHOW	NBC 8pm	Van Cliburn(M), Louis Armstrong(M), Peter Ustinov(A), Barbara McNair(S)
CHEVY SHOW	NBC 9pm	Gogi Grant(S), Shirley MacLaine(D-S), Walter Pidgeon(A), Andy Williams(S), Mickey Shaughnessy(C)
Alfred Hitchcock Presents	CBS 9:30pm	The Crocodile Case; (O) Roy Vickers; (A) Robert C. Dennis; with Denholm Elliott, Arthur Gould Porter, Hazel Court, Pat Hitchcock Dir - Don Taylor.
Loretta Young Show	NBC 10pm	Wedding Day; (O) Beulah R. Stevens; (A) Pauline Stone; with Miss Young, Lewis Martin, Oliver McGowan, Peter Damon; (SD).

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Van Cliburn, following up his triumphant concert in NY this week, will have an augmented orchestra for his appearance on the Steve Allen Show this Sunday. The regular 30-piece group led by Skitch Henderson will have 34 additional musicians for the evening.....Ed Murrow has followed the Allen coup as closely as possible and will visit the young Texan and his parents at young Cliburn's Manhattan apartment on Friday, May 30 on Person to Person.....NBC-MCA's one-hour live mystery summer replacement for the Eddie Fisher and George Gobel shows, will be in color. The Investigator, now definite as the title, will star Lonny Chapman in the title role and Howard St. John as the private investigator's father. Charles Dubin has been named the alternate director with William Graham. As the basic story line goes, Earl Prior, played by Chapman, is a 30-year-old bachelor who lives in NY and has built a reputation as a private investigator. His success is the result of training by his father, Floyd Prior, played by St. John, a retired newspaperman, who guided his son into tracking down clues the way a reporter gets and builds a story..... CBS will present four new-to-nighttime live shows during the summer, with the understood possibility that any substantial successes in the group could be picked for fall sponsorships in different times, or at least be on the standby list if some of the new fall entries waver a bit. The Verdict Is Yours will present a full-hour nighttime version of the current daytime series, with Jim McKay as reporter-host, starting July 3, Thursday, 8:30-9:30pm NYT & LAT, as the replacement for Climax. The daytime series will continue its run, in addition to the new evening program. Sing Along, announced earlier last week, is a new musical-variety program with Jim Lowe as m.c. and Florence Henderson and Tina Robin as regular vocalists, starting June 4, Wednesday, 7:30-8pm NYT (6:30-7pm LAT). This one has a format reminiscent of the community sing, with viewers at home as well as those in the studio audience invited to "sing along." Number Please, a new quiz packaged by Goodson-Todman, will start July 22, Tuesday, 8:30-9pm NYT (7:30-8pm LAT). This one will replace The Adorn Playhouse, the temporary successor for the short-lived Wingo in this time period. The fourth new live program on the CBS slate, second in order of summer debut, will be Keep Talking, a panel show with Monty Hall as m.c., coming in as the summer replacement for Person to Person. It's a Wolf Enterprises production and will bow on June 27, Friday, 10:30-11pm NYT (9:30-10pm LAT). The theme of this one has two pairs of panelists attempting to talk around a given phrase without betraying the phrase to the opposition.

NBC will have a new quarter-hour program, The Wheaties Sport Page, preceding the major sports programs on the net during the 1958-59 seasons. The special program will start June 14, sponsored by General Mills, Inc. Each show will tell the story of a famous player, game or team through film clips and interviews with sports personalities. It will be packaged by Edgar J. Scherick of Sports Programs Productions, Inc. The series will run through next spring.

(MORE)

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Encouraged by the fine nationwide response to its Report Card 1958 program, the public service report on new directions in public school education, the ABC net has decided it provided a fine kick-off for a continuing series of public service programs to be presented at varying intervals, many in prime evening time. The second project, future schedule still to be set, will be Youth Anonymous, a study of the teen years and juvenile problems. John Daly is in charge of the series..... Howdy Doody has set dead aim for his 11th anniversary on television. Continental Baking Co., thru Ted Bates & Co., Inc., has renewed for another year its half-sponsorship of the Saturday morning program on the NBC net. The show celebrated its 10th anniversary last Dec 28. Continental goes into its seventh year as a sponsor of the series.....If other schools can have summer sessions, so can WCBS-TV and New York University, as far as the surprising Sunrise Semester is concerned. The summer program will start June 16, Monday and end August 15, Friday, covering 44 lectures in the tragic dramas of Greece and Rome under the title, "Classical Civilization 43." The instructor will be Dr. Lionel Casson, assoc professor of classics at NYU's Washington Square College.

Screen Gems will produce the anthology series to be seen on the NBC net next season under the Alcoa Theater-Goodyear Theater alternate week titles. The series will continue in the current Monday, 9:30-10pm spot. One of the asserted reasons for the change from this season's producer, Four Star Films, brings up an interesting bit of repeat history. Dick Powell, head of Four Star, said in Hollywood last week that Alcoa wanted Four Star to do half of the films, with the other half being produced by Screen Gems, but this proposition was rejected by Four Star because their budgets are much higher than those proposed by Screen Gems. Now for the history. In the days when Alcoa-Goodyear Theater was a live one-hour series originating in New York, Alcoa came into the set-up as the sponsor successor to Philco with a higher budget for its alternate weeks than Goodyear wanted. It seems that Alcoa wants to spend several thousand dollars more a week, no matter what the program, but goes along with reasonable economy in deference to its sponsor partner.

The Writers Guild of America, East and West, have accepted the new contracts negotiated with the three networks covering 12 different categories, including live freelance TV and radio, continuity and news writers, desk assistants and CBS news editors. The big change in the live freelance writers contract, aside from the increase in the minimum rate for a one hour show from $1100 to $1500 per script, is the requirement that writers must agree to basic changes in scripts. It is now mandatory for producers to discuss contemplated changes in the characterization and nature of dramatic scripts with a writer before control of the property passes over the the producer. If the writer does not agree with the proposed changes he can withdraw the script.

Columbia Pictures and Doris Day are insuring the TV plugs in advance for her newest movie, since the story and the shooting schedule calls for her to be "interviewed" on the Ed Sullivan Show, The Big Payoff, Today and Youth Wants to Know. The title of the film will be "Miss Casey Jones.".....Steve Canyon will be the replacement for Dragnet over NBC, Thursdays, 8:30-9pm NYT, starting in the fall (time is still subject to a half-hour change either way). Liggett & Myers Tobacco and American Home Foods will be the alternate sponsors for the David Haft-produced series, which will have technical cooperation from the U. S. Air Force.....Bingo hits network status when Harry Salter's Music Bingo begins June 6 over ABC, Friday, 8:30-9pm NYT, sponsored by Associated Products through Grey Advertising. Key line will be M-U-S-I-C instead of "Bingo.".....Buckskin, the new filmed Western series replacing Tennessee Ernie Ford over the NBC net on July 3, Thursday, 9:30-10pm NYT, is still in the Ford family. It's a Betford Production, with hopes for the fall.....Dinah Shore loses Bob Banner as producer-director after this summer, but CBS gains him and Bob Banner Productions to create a number of special programs for next season and to develop several new program series for the network.